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## Better Collective North American talent-led media brands surpass 1 billion views and downloads, providing new ways for partners to reach sports fans

An expanded focus on talent-led media and live events complements Better Collective's broader strategy of diversifying revenue streams, engaging sports fans, and strengthening its position in key growth markets such as North America.

*Press release*

Talent-led media has become a core strategic focus for Better Collective, providing new ways to engage fans and create value for the company's partners. Through shows hosted by world-class athletes and personalities such as Shaquille O'Neal, Jalen Brunson, Angel Reese, and Jeff Marek, Better Collective is able to reach highly engaged audiences across North America. These trusted voices not only help Better Collective stay relevant with younger sports fans but also offer partners authentic, direct access to these communities. Since the beginning of last year, content from Better Collective's talent-led media brands have generated over one billion views and downloads and were significant contributors to the company's global sponsorship revenue of more than 45 mEUR in 2024. Talent-led media has also further strengthened the commercial opportunities for partners and reinforces Better Collective's position as a leading digital sports media group.

**Karl Pugh, Group SVP of Revenue at Better Collective, said:**

"As a market leader operating at the intersection of sports media and sports betting, Better Collective provides partners with unparalleled global reach and commercial opportunities. Through our brands and their shows, we are not only reaching millions of engaged sports fans, but creating meaningful value for our partners by offering them direct access to these highly relevant audiences. With more than one billion views and downloads from fans across North America since the start of 2024, our brands have proven over time to be in high demand and an essential platform for partner activation. I look forward to continuing to grow these partnerships and unlocking new ways to drive revenue, audience engagement, and long-term business value together."

All three of Better Collective's leading North American brands, **Playmaker HQ**, **Action Network** and **The Nation Network**, have increased their audience with the help of talent-led media and live events.

- All five of **Playmaker HQ's** shows have crossed 2 million total followers on social media, total over 15 million hours of consumed content on YouTube, and average 75 million monthly views across all accounts. The shows have gone viral several times, such as when *Unapologetically Angel* was named one of Spotify's best new podcasts of 2024.
- **Action Network's** content from leading betting experts has spurred growth as well, evident from its 600k+ hours of consumed content from fans this year. Additionally, the brand's podcasts totalled 6 million downloads during the last NFL season, and will total 8 million total downloads in 2025.
- Within Canada, Better Collective has also experienced growth among its users thanks to **The Nation Network (TNN)**, which has firmly entrenched itself as the leading destination for premier, digital sports coverage. Across its content this past year, TNN saw 71 million total streams, 5 million total watch hours, and 342 million total impressions on YouTube. These numbers reinforce Better Collective's belief in Canada as a massive growth opportunity and market with immense potential.

#### **North American brands are providing additional avenues for partner success**

These three North American-based brands have each contributed to the company's rise in the talent-led media space, growth in audience, and value generated for both endemic and non-endemic partners. Across the three brands, leading consumer and sportsbook partners include StockX, Dove Men's+Care, Tommy John, DraftKings, bet365, Ford, Tim Hortons, Coca-Cola and Budweiser, exemplifying the value Better Collective offers its wide variety of partners in reaching new audiences in modern, engaging ways. These partners are not only getting value out of sponsoring podcast episodes, but also by helping create live activations that form deeper connections and more awareness among fans and potential consumers. Listeners and fans are also highly engaged with each brand's content, leading to elevated brand exposure, increased content consumption, and higher turnouts at events. Examples of this can be seen with Action Network's over 75% completion rate of its podcasts - above the average industry standard - as well as Playmaker HQ and TNN's attendance at their live events, showing not only that fans have an appetite for the content, but that partners will get more exposure through their sponsorships and branded activations.

#### **Live events have given our brands more ways to engage audiences**

In addition to the popular podcast shows, Playmaker HQ, Action Network, and The Nation Network are all using their strong brand platforms to host live events. These include meet and greets, live shows, watch parties, and fan experiences that bring audiences closer to their favorite shows and stars. A standout example was last year's live Roommates Show in Central Park, where thousands of fans gathered to meet Jalen Brunson and Josh Hart, enjoyed the show, and took part in branded experiences and giveaways from partners.

These events not only deepen fan engagement but also offer partners unique opportunities to connect with audiences beyond digital channels. Previous events have been held in major cities during some of the biggest sporting moments of the year, including the Super Bowl, the Stanley Cup Playoffs, the Final Four, and the 4 Nations Face Off. Throughout the rest of the year, our brands will continue to host exciting events for fans and partners alike, including the upcoming NBA Summer League.

### About Playmaker HQ

Playmaker HQ is a sports entertainment company specializing in content production and distribution. Playmaker HQ publishes more than 30 shows, including weekly video podcasts with Shaquille O'Neal, Angel Reese, Jalen Brunson & Josh Hart, Udonis Haslem & Mike Miller, and Marshawn Lynch & Mike Robinson. Headquartered in New York City, Playmaker HQ has been a part of Better Collective, a digital sports media group, since July 2023. For more information about Playmaker HQ, please visit @playmaker on social or [PlaymakerHQ.com](https://PlaymakerHQ.com).

### About Action Network

Action Network, a leading source for sports betting news, information and analysis, launched in 2018 to serve the sports-betting audience. Action provides tens of millions of fans with credible betting content through its five-star rated app available on the Apple Store and Google Play, award-winning website and podcasts, social handles on Instagram, Twitter, Facebook, TikTok, LinkedIn, and videos. It has partnerships across multiple leagues and media outlets and has been cited by The New York Times, Wall Street Journal, Washington Post and dozens of others as the premier, sports-betting media platform. Action Network has been a part of Better Collective, a digital sports media group, since May 2021. For more information about Action Network, please visit [actionnetwork.com](https://actionnetwork.com).

### About The Nation Network

The Nation Network is the leading destination for premier, digital sports coverage and is dedicated to serving a community of true fans. TNN's portfolio of 30+ podcasts and 11+ websites delivers a diverse range of content across all major forms of media, from real-time updates to comprehensive analysis, fantasy predictions, and essential betting insights. The company has approximately 70 social media channels that generate in excess of 325M monthly impressions for its highly-engaged audience. TNN also marked a major milestone this year, as it launched longtime hockey insider Jeff Marek's new show *The Sheet*, which quickly reached the top of the charts for hockey podcasts. TNN is a part of Better Collective, a digital sports media group.

### About Better Collective

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Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [AceOdds](#), [Wettbasis](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [The Nation Network](#), and [Bolavip](#). The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com).

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## Attachments

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### Talent Led BC - one-pager

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