

IMG renews rights to broadcast Premier League on Sport24



IMG extends agreement to broadcast Premier League for inflight and cruise markets

[IMG](#) has extended its agreement to broadcast the Premier League to the inflight and cruise markets on [Sport 24](#), for the next three seasons.

Under the agreement, Sport 24 will continue to broadcast 270+ matches live on its channels to passengers globally each season. The deal follows the unveiling of Sport 24's web player, which enables passengers to watch high-definition coverage of the world's major sports events on their personal electronic devices, and first launched onboard Qatar Airways' Starlink connected aircraft.

Paul Molnar, Chief Media Officer, at the Premier League said: "We are delighted to announce the extension of our long-standing partnership with Sport 24 and look forward to continuing our close collaboration so that Premier League fans can continue the passionate support of their favourite clubs during their travels around the world."

Richard Wise, SVP Content and Channels, IMG said: "Our research shows that 74 percent of passengers would prefer to watch live sport over other inflight entertainment, and the Premier League remains one of the most popular sport leagues in the world. We're delighted to extend our live coverage of the league, and passengers now have more ways to enjoy live sport onboard with Sport

24 than ever before, so they never have to miss a moment of the action.”

The agreement further bolsters Sport 24’s extensive live football coverage, which includes the FIFA World Cup 26™, UEFA Champions League, UEFA Europa League, UEFA Nations League, and the AFC Asian Cup. It follows a hugely successful Summer of sport on the channels, which saw Sport 24 deliver 210+ hours of the FIFA Club World Cup 2025™ and UEFA Women's EURO 2025 to passengers around the world.

Owned, licensed and operated by IMG, Sport 24 is the first and only dedicated live sports channel available on airlines and cruise ships around the world. It can be viewed on multiple carriers including Etihad Airways, Emirates, Turkish Airlines, Qatar Airways, Singapore Airlines, Cathay Pacific, Carnival Group, Royal Caribbean, Celebrity, Norwegian Cruise Line, Fred Olsen and more.

Sport 24 and Sport 24 Extra are produced from IMG’s production HQ at Stockley Park, near London’s Heathrow Airport. Sport 24 also shows live action from the FIA Formula One World Championship™, NBA, NFL (inflight only), golf’s majors, tennis grand slams, cricket tournaments and more.