



EuroLeague Basketball, Saran celebrate broadcast partnership in Turkey

Innovative Saran Media Group platforms to host EB competitions through 2024

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The dawn of a new era of basketball broadcasting excellence in Turkey was celebrated on Monday with a press conference to detail Saran Media Group's plans for its first season as the country's exclusive rightsholder for all Turkish Airlines EuroLeague action.

Saran will broadcast both Euroleague Basketball competitions exclusively over the next three seasons after having already started last season with the 7DAYS EuroCup.

All EuroLeague and EuroCup games featuring Turkish teams will be aired on Saran channels S Sport and S Sport2. Additional international games are to be featured on both channels as well as Saran's OTT platform S Sport Plus.

"I am as always pleased to visit Turkey, as this country has been a big part of the growth of our league since its inception. The Turkish teams and our partners here will play an important role in our plans to bring Euroleague Basketball to the next level," Dejan Bodiroga, Euroleague Basketball President, said. "I would like to thank Saran Group for hosting us and for their support. I cannot think of a better partner to bring our competitions to millions of Turkish fans."

Turkey's central role in the soaring popularity of the EuroLeague and EuroCup - which together have crowned five Turkish champions over the last seven seasons - will be joined to the

growth story of a new partner, Saran, which was founded in 1995.

"Our broadcasting partners are fundamental to building up our business, and Saran's vision and passion to innovate will be key to reaching new audiences," Marshall Glickman, Euroleague Basketball CEO, stated. "This agreement guarantees the highest production standards to all our Turkish fans and will certainly support our efforts to connect with younger audiences through content."

Europe's most elite basketball competitions now join Saran's portfolio of prestigious sports offerings, including the NBA, EuroBasket, LaLiga, Serie A, Formula 1, MotoGP, NFL and UFC.

"Today, we are delighted to expand our premium sports content range through cooperation with Euroleague Basketball and bring Europe's top basketball leagues to basketball fans in our country," Sadettin Saran, Chairman of the Board at Saran Group, said. "We continue our efforts to provide the highest quality sports content by reaching all sports fans, anywhere and anytime."

Turkish fans have continued flocking to the EuroLeague in recent years. One of the country's flagship clubs, Fenerbahce Beko Istanbul, became the first EuroLeague champion from Turkey in 2017, while Anadolu Efes Istanbul won the title in each of the last two seasons, becoming just the third back-to-back continental champion this century.

"We are thrilled to add Turkish Airlines EuroLeague and 7DAYS EuroCup to our wide range of sports," Kenan Saran, CEO of Saran Media Group, said. "We are proud of the success of the teams representing our country in the Turkish Airlines EuroLeague and 7DAYS EuroCup, and of the championships won by Fenerbahce Beko Istanbul and Anadolu Efes Istanbul, and happy to bring their games to 14 million people in Turkey through S Sport and S Sport Plus."

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Euroleague Basketball (EB) is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique and innovative organizational model. Owned and administered by some of the most successful and historic clubs in the world, EB manages the continent's two premier men's basketball competitions, the Turkish Airlines EuroLeague and the 7DAYS EuroCup, as well as the sport's premier under-18 showcase, the EB Adidas Next Generation Tournament.

The EB competitions bring the elite of European basketball to all five continents and to the entire sports community through the OTT platform EuroLeague TV. EB also organizes a series of community and educational activities, led by the One Team program, in alignment with the United Nations Agenda 2030 Sustainable Development Goals. On the academic side, the EB Sports Business MBA trains future professionals in sports management.



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