

Play Sports presents Belgium's most comprehensive sports offering

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Play Sports launches its biggest-ever sports offering for the 2026-2027 season.

- Football, motorsport, cyclo-cross, tennis, golf, basketball, American football and much more: never before have so many top competitions featured together in the Play Sports line-up.
- Play Sports and Play have also secured the exclusive rights to the Crocky Cup for the next four seasons.
- Two brand-new weekend formats featuring Gilles De Coster, Dennis Xhaët, Ruben Van Gucht and Caro Houbrechts.
- All Telenet TV customers can watch the Super Cup free of charge, marking the start of the new football season, thanks to our renewed partnership with DAZN, on the DAZN Pro League 1 channel.
- Customers who subscribe before 3 August will pay just €24.99 per month for the first three months of the full Play Sports + DAZN Total package.

Play Sports is kicking off the new sporting season with the most extensive offering in its history, combined with a sports viewing experience of the same high standard. Telenet has not only brought together a series of rights agreements to make almost every major sports competition available in one place this season, but also spread them across three clearly defined packages. In addition, Play Sports is investing in its own editorial programming by launching two new weekend formats, while Telenet is offering all its TV customers a free livestream of the Belgian Super Cup on the DAZN Pro League 1 channel.

More top-level sport than ever, all in one place

The fact that so much top-level sport is coming together on Play Sports this season is no coincidence. It is the result of Telenet's efforts and a unique combination of rights agreements. In practical terms, Play Sports viewers will be able to enjoy the following this season:

- Belgian football: the Jupiler Pro League (*), Challenger Pro League (*) and, exclusively for the next four seasons, the Crocky Cup
- Top European and international football: the Premier League, UEFA Champions League, Europa League and Conference League, La Liga (*), Serie A (*), Bundesliga, Ligue 1 (*) and Eredivisie
- Motorsport: Formula 1, Formula 2, Formula 3 and Formula E
- Cyclo-cross: the UCI World Cup and Telenet Superprestige
- Motorcycle racing: MotoGP, MXGP and MX2
- Tennis: ATP and WTA
- Golf: including the Masters, the US Open, the European Tour, the PGA Championship, The Open and the PGA Tour
- Major US competitions: the NBA (*) and NFL (*)
- And dozens of other competitions, ranging from boxing and hockey to athletics and beach volleyball

(*) via DAZN

“This is the kind of offering we have been dreaming of for years. For the first time, we are bringing together top Belgian and international football with Formula 1, the Champions League, tennis, golf, cyclo-cross, the NBA and the NFL, all within a single ecosystem. Combined with our new weekend formats, we are delivering a sports experience unlike anything Play Sports has offered before. It is something we can rightly be proud of,” says **Dieter Nieuwdorp, Chief Commercial Officer at Telenet group.**

Play Sports has also secured the exclusive rights to the Croke Cup for the next four seasons. It will be the only broadcaster to show Belgian Cup matches in Dutch-speaking Belgium, with coverage beginning at the round of 32 in October.

Three packages, one clear choice

For viewers looking for the complete sports offering, **Play Sports + DAZN Total** brings everything together in a single subscription. It includes the best of Belgian and international football, as well as Formula 1, tennis, golf, cyclo-cross, the NBA, and the NFL. This combined package costs €34.99 per month. Alternatively, those who prefer to focus on Belgian football can subscribe to **DAZN Total** via Play Sports for €24.99 per month.

Two new weekend formats

Play Sports is investing not only in a stronger portfolio of sports rights, but also in its own editorial programming. With two new weekly programmes centred on weekend football, sports fans can now enjoy a regular programme featuring analysis, stories, debate and expert commentary alongside the matches themselves.

- On Saturdays, Gilles De Coster and Dennis Xhaët will explore the stories behind the Premier League. Taking the 4 pm match as their starting point, they will focus on the stories behind the players, clubs and fixtures, in an intimate sofa setting designed to make viewers feel as though they are part of the studio conversation.
- On Sundays, Ruben Van Gucht will host the programme, with Caro Houbrechts stepping in when he is unavailable. Starting from the day's biggest Premier League match at 6 pm, they will be joined by Play Sports experts for discussion, expert insight and post-match analysis.

Four leading presenters, two new formats and one clear ambition: Play Sports no longer wants to be known simply as the platform with the most sports rights, but as Belgium's leading sports platform, combining expert analysis with the passion and excitement that make sport so compelling.

A free first look: the Super Cup for everyone

Just before the new season kicks off, Telenet is offering all its TV customers, whether or not they have a Play Sports subscription, a free livestream of the Super Cup between Club Brugge and Union on Friday 31 July at 6.30 pm on the DAZN Pro League 1 channel. It gives all viewers a first look at what Play Sports has to offer this season.

Practical information

The new Play Sports packages will officially launch on 3 August. A few days later, on 7 August, the new Jupiler Pro League season gets under way. Those who subscribe before 3 August can take

advantage of a launch offer of €24.99 per month for three months. Further details on what is included in each package will be announced ahead of the launch.

Launch offer: three months for €24.99 per month

To celebrate the start of the new season, sports fans who subscribe before 3 August can enjoy the full offering for **€24.99 per month during the first three months, instead of €34.99.**

<https://press.telenet.be/play-sports-presents-belgiums-most-comprehensive-sports-offering>