

APP ANNOUNCES HISTORIC BROADCAST DEALS WITH CBS SPORTS AND ESPN



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The APP's 2023 agreements with CBS Sports and ESPN will supercharge the sport of pickleball, bringing the world's fastest growing sport to millions of fans, and driving massive exposure for pickleball's top players; The two deals guarantee a combined 20 hours of televised coverage across CBS Sports Network and ESPN2 of all 16 2023 APP Tour events, plus more than 200 hours of livestream coverage on ESPN+ and APP TV

The Association of Pickleball Professionals (APP) has announced historic deals with CBS Sports and ESPN to deliver hundreds of hours of APP Tour pickleball programming throughout 2023, including 12 hours of live matches and highlight-driven programs on CBS Sports Network, eight hours of event recap telecasts on ESPN2 and more than 200 hours of live streaming coverage on ESPN+ and APP TV.

"We are delighted to welcome CBS Sports and ESPN to the APP and are excited to be working with two of the most significant names in sports media to bring the sport of pickleball to fans across the country," commented Tom Webb, APP Chief Marketing Officer. "Over 36.5 million Americans played pickleball in 2022 and this media package enables those fans to tune in to our world-class tournaments, and introduces the sport and its best players to millions more. The APP exists to expand the sport of pickleball domestically and internationally and this media exposure is an important step in that mission."

The APP's fourth season, the 2023 APP Tour, kicked off in Punta Gorda, Florida, with a sold-out event and over 720 professional and amateur pickleball players from across the USA and around the world. The 2023 APP Tour continues with the APP Daytona Beach Open, taking place at Pictona at Holly Hill in Florida from February 8 - 12. Full details of the 2023 schedule are available at [APPTour.org](https://www.APPTour.org).

2023 APP Television Schedule

Date	Tournament	Time (ET)	Network
Sunday, Jan. 15	Punta Gorda, FL	4:30-6:30 pm	CBS Sports

			Network
Sunday, Feb. 12	Daytona Beach, FL	8:00-9:00 pm	ESPN2
Monday, March 20	San Diego, CA	9:00-10:00 am	CBS Sports Network
Monday, April 3	Mesa, AZ	9:00-10:00 pm	CBS Sports Network
Sunday, April 30	Sacramento, CA	7:00-9:00 pm	CBS Sports Network
Sunday, May 14	Cincinnati, OH	12:00-2:00 pm (LIVE)	CBS Sports Network
Monday, May 29	New York City, NY	7:00-8:00 pm	ESPN2
Monday, June 26	San Jose, CA	7:00-8:00 pm	CBS Sports Network
TBD	Newport Beach, CA	TBD	ESPN2
TBD	Philadelphia, PA	TBD	ESPN2
Tuesday, Sept. 5	Chicago, IL	9:00-10:00 pm	ESPN2
Monday, Sept. 11	Avalon, NJ	8:00-9:00 pm	CBS Sports Network

Sunday, Oct. 1	Atlanta, GA	12:00-2:00 pm (LIVE)	CBS Sports Network
Sunday, Oct. 8	Dallas, TX	8:30-9:30 pm	ESPN2
Sunday, Oct. 29	Hilton Head, SC	12:00-2:00 pm (LIVE)	CBS Sports Network
TBD	Houston, TX	TBD	ESPN2

About the APP

Founded in 2019, the Association of Pickleball Professionals (APP) elevates the sport of pickleball by providing elite platforms for the best players in the world, right through to the millions of people picking up a paddle for the first time. Serving professional pickleball players, senior professionals, amateurs and recreational players in the fastest growing sport in the USA, the APP is the first and only tour officially sanctioned by USA Pickleball. The 2023 APP Tour slate has 16 tournament stops planned, in addition to International and Collegiate Series events. The APP also prides itself on developing the next generation of champions through its Next Gen Series and other youth initiatives. Follow the APP via [APPTour.org](https://www.apptour.org), on [Instagram](#), [Twitter](#), [Facebook](#), [LinkedIn](#) and [YouTube](#).

About ESPN

ESPN, Inc., is the world's leading multinational, multimedia sports entertainment brand, featuring an unmatched portfolio of sports assets. It is comprised of eight U.S. 24-hour television networks (ESPN, ESPN2, ESPNEWS, ESPNU, ESPN Deportes, Longhorn Network, SEC Network and the ACC Network; five with HD simulcast services - ESPN, ESPN2, ESPNU, ESPNEWS and ESPN Deportes). Other businesses include direct-to-consumer video service ESPN+, ESPN Audio (broadcast, satellite, digital, podcasts), an

array of digital services (ESPN.com and many other sites, ESPN App, fantasy games and more), multi-screen ESPN3, endeavors on every continent around the world across media including more than 40 networks, espnW, consumer products and ESPN Events. Based in Bristol, Conn., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. Hearst holds a 20 percent interest in ESPN.

About ESPN+

ESPN+ is the industry-leading sports streaming service that offers fans in the U.S. thousands of live sports events, original programming not available on ESPN's linear TV or digital networks and exclusive editorial content from dozens of ESPN writers and reporters. Launched in April 2018, ESPN+ has grown to more than 24.3 million subscribers. Fans sign up to ESPN+ for just \$9.99 a month (or \$99.99 per year) at **ESPN.com**, **ESPNplus.com** or on the ESPN App (mobile and connected devices).

About CBS Sports Network

CBS Sports Network, the 24-hour home of CBS Sports, is widely available through all major cable, satellite and telco distributors as well as via OTT streaming service providers YouTube TV, fuboTV, DirecTV and Hulu. Additionally, a live CBS Sports Network stream is available through CBSSports.com and the CBS Sports App by authenticating with select providers. For more information, including a full programming schedule, go to **www.cbssportsnetwork.com**

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Company Website

<https://apptour.org/>

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