



MEDIA ALERT

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Sony Australia Ltd

Sony BRAVIA Android TVs now offer Kayo Sports in featured apps

SYDNEY, 24 May 2019 – Sony today announced the availability of Kayo Sports, Australia's multi-sport streaming service, on all its Sony BRAVIA Android TVs*, in featured apps. The Kayo Sports app offers over 50 sports instantly streamed, with the biggest Aussie sports including AFL, rugby league, rugby union, cricket and motorsports, and the best from overseas like NBA, NFL, football, golf and tennis.

Launching in time for the ICC Cricket World Cup 2019, Sony Bravia Android TV customers who sign up to the Kayo Sports app can enjoy over 30,000 hours of content including live sport, documentaries and entertainment shows including all the best FOX SPORTS programs plus three seasons of ESPN's multi award-winning documentary series '30 for 30'.

Aki Hosoda, Head of TV, Sony ANZ said, *"We are thrilled to be offering Kayo Sports as a featured app on all Sony BRAVIA Android TVs. Providing our customers with a premium experience is key and by making this streaming app easily accessible, they can access a huge variety of sports content in addition to a whole range of entertainment apps offered on our Android TVs. The timing also couldn't be better with the Cricket World Cup starting at the end of May."*

Customers can enjoy Kayo's unique features like Key Moments, so fans can watch only the best bits of a game, and No Spoilers, which enables viewers to turn off the scores and jump in to watch an event as if it were live.

Sony Bravia Android TV customers can sign up now at www.kayosports.com.au to start a 14-day free trial today** and begin streaming instantly.

*Sony's first Android TV model launched in 2015.

**14 day free trial is for new Kayo customers only.

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About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital cameras,

Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony Australia, visit www.sony.com.au.

Product Information: For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit www.sony.com.au. For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email sony.sales@directed.com.au.

Images: Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.com.au

Social Media: Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - www.facebook.com/sonyaustralia, Instagram www.instagram.com/sonyaustralia and YouTube www.youtube.com/sonyaustralia.