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## More sports coverage coming to Virgin Media

Get your fill of football, tennis, golf and motorsports

by Katie Scott published on 11 August 2008

Virgin Media subscribers are going to get access to more sports clips thanks to a new deal.

The ISP has signed a deal with sport-focused digital programming provider Perform.

The deal means that [Virginmedia.com/sport](http://Virginmedia.com/sport) will get a wide range of new football, tennis, golf and motorsports content accessible via its online Virgin Media sports portal.

Virgin Media will use on-demand clips drawn from Perform's [Omnisport.tv](http://Omnisport.tv) sports news bulletin.

This includes a round-up of all of the previous day's sporting highlights for mobile, web and TV distribution.

Perform already provides Virgin Media's football fans with content including highlights of all Barclays Premier League, Coca-Cola Championship and League 1 and League 2 matches.

Oliver Slipper, joint chief executive of Perform, said the partnership enables Perform to further utilise content across Virgin Media's sports portal "and will help drive brand loyalty and awareness with a compelling sports line-up".

