

**MISSION TO BURNLEY SCORES AT PEACOCK****BANIJAY RIGHTS LANDS AD HOC FILMS' PREMIUM FOOTBALL DOCUSERIES AT US STREAMER****LAUNCHES 15 DECEMBER****London 7 December 2023**

MISSION TO BURNLEY, the four-part, premium documentary mini-series about the highs and lows of English football club Burnley F.C. in their 2022/23 Season, has been acquired by Peacock in the USA and will begin streaming on the service on 15 December, in a deal negotiated by Banijay Rights, the global distribution arm of media and entertainment powerhouse Banijay.

The dramatic, moving, funny and heart-warming, rollercoaster of a documentary, a SKY UK Original from award-winning Ad Hoc Films, follows the fortunes of Burnley F.C. across the course of a season, as they bid to secure promotion from the second tier of English football back to the dizzy heights of the world-famous Premier League.

Founded in 1882, Burnley F.C. is one of the oldest professional football clubs in the UK and is located in the North of England in a town which can claim to be one of the smallest to have ever hosted a club in the game's top tier.

The ultimate underdog story of determination, aspiration and belief, this documentary charts the exploits of the club as it goes through something of a rebirth under the new ownership of American investment company, ALK Partners, led by US entrepreneur Alan Pace, and managed by one of the game's most exciting young managers; internationally renowned, former player, Vincent Kompany.

Having experienced the ultimate heart-break of relegation to play second-tier football in the Summer of 2021, Burnley F.C. granted Ad Hoc Films unprecedented access to explore the inner workings of the club, through the course of one of their most important seasons, following management and players on their mission to return to the glory, prestige - and big money - of the game's most exciting and elite league.

Matthew Hodgson, co-founder of Ad Hoc Films and executive producer of the documentary said: *"We are delighted that Mission to Burnley has found a perfect home on Peacock. It is a golden era for sports documentary, but real privileged access of the type the club have afforded us still remains very rare. We are extremely proud of this very special fall and rise story, that encompasses Boardroom to Boot Room and all in between."*

Daniel Glyn, co-founder of Ad Hoc Films and executive producer of the documentary added: *"Ad Hoc Films aimed to capture the raw essence of Burnley Football Club and the story of its American led takeover from all sides, on and off the pitch, all the passion, the struggle and the triumph, so we're delighted "Mission to Burnley" is set to launch on NBC's Peacock streaming service, the exclusive home of the Premier League in the United States.*



*"We made the show for sports documentary aficionados, not just die-hard Burnley fans, so it would resonate with as wide an audience as possible, as it did in the UK. North American fans of the Premier League, and sports docs, will now get to experience it and will undoubtedly appreciate and enjoy this surprising, warts and all, access driven series."*

Burnley FC Chairman, Alan Pace said: *"Mission to Burnley captured a truly unforgettable year, full of stratospheric highs, some daunting lows and everything in between. I was delighted that Ad Hoc were there to capture the incredible journey, in all its emotion, depth and passion."*

*"At the heart of our story is family, faith, friendship and of course football, set during an amazing time and led by a very special manager in Vincent Kompany. I can't wait to share our story so far with everyone in America!"*

Matt Creasey, EVP Sales, Coproductions and Acquisitions, Banijay Rights commented: *"One of the founding members of the English Football League, Burnley FC is a club steeped in history and character – and has endured some tremendous ups and downs along the way. This premium series gives a deep insight into the Clarets' quest to return to glory and we couldn't be more delighted that US audiences can now watch their journey unfold on Peacock."*

International distributor, Banijay Rights, secured the deal to air the four-part series made by Ad Hoc Films, who have established a name and pedigree in sporting docs including several titles featuring the likes of the England Ladies 'Lionesses' national team, Manchester United, Ricky Hatton and Muhammed Ali.

The deal comes as Banijay this month confirmed its acceleration into sport under the banner of new division, Banijay Sports. Building on the group's existing capabilities, the business is broadening its efforts in sportainment, documentary and digital via new partnerships, content investments and M&A.

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### **About Banijay**

Launched in 2008, media and entertainment powerhouse, Banijay, is home to over 130 production companies across 21 territories, a multi-genre catalogue boasting over 180,000 hours of original standout programming, and a complementary live entertainment business – Banijay Events.

Imagining and delivering high-quality, multi-genre IP that was born locally and travels globally, the business offers the best stories told the best way, and represents some of the biggest global brands in the market including *Survivor*, *Big Brother*, *Peaky Blinders*, *MasterChef*, *Rogue Heroes*, *Marie Antoinette*, *Mr Bean*, *Love Triangle*, *Hunted*, *The Summit*, *Black Mirror*, *Blow Up!*, and *Starstruck* among others.

Built on independence, creative freedom, collaborative entrepreneurialism and commercial acumen, the company, operates under the direction of Chief Executive Officer, Marco Bassetti. It is under his leadership, the business has grown to reach €3.2bn in revenues and €472m in EBITDA for 2022.



## **About FL Entertainment**

FL Entertainment Group is a global entertainment leader founded by Stéphane Courbit, a 30-year entrepreneur and entertainment industry pioneer. Our mission is to inspire passion by providing audiences with engaging and innovative entertainment experiences. The Group's activities include content production & distribution (through Banijay, the world's largest independent producer distributor and online sports betting & gaming (through Betclix, Europe's fastest-growing online sports betting platform). In 2022, FL Entertainment recorded revenue and Adjusted EBITDA of €4,047m and €670m respectively. FL Entertainment is listed on Euronext Amsterdam (ISIN: NL0015000X07, Bloomberg: FLE NA, Reuters: FLE.AS).

## **Investor Relations**

Caroline Cohen – Phone: +33 1 44 95 23 34 – [c.cohen@flentertainment.com](mailto:c.cohen@flentertainment.com)

Marion Heudes – Phone: +33 1 44 95 23 47 - [m.heudes@flentertainment.com](mailto:m.heudes@flentertainment.com)

## **Press Relations**

[flentertainment@brunswickgroup.com](mailto:flentertainment@brunswickgroup.com)

Hugues Boëton – Phone: +33 6 79 99 27 15

Nicolas Grange – Phone: +33 6 29 56 20 19



## About Banijay Rights

Leading global distributor, Banijay Rights, represents a world-class, multi-genre portfolio of 180,000 hours of standout programming. Handling the distribution for media and entertainment powerhouse, Banijay, the division specialises in the exploitation of premium scripted and non-scripted brands to broadcasters worldwide.

Representing quality, excellence and experience in the business of linear and non-linear television and ancillary activity across all platforms, Banijay Rights' catalogue encompasses a host of top titles from Banijay's 130+ in-house labels, and a number of third-party producers, spanning drama, comedy, entertainment, factual, reality, family, formats and theatrical.

Delivering high-quality IP, which was born locally and travels globally, the distributor offers the best stories told the best way. Its landmark brands include *Survivor*, *Big Brother*, *MasterChef*, *Peaky Blinders*, *Rogue Heroes*, *Marie Antoinette*, *Temptation Island*, *Grantchester*, *Deal or No Deal*, *Biggest Loser*, *Home and Away*, *Love Triangle*, *Mr Bean* and *Black Mirror*.

Built on independence, creative freedom, entrepreneurialism and commercial acumen, Banijay Rights operates under the direction of Chief Executive Officer, Cathy Payne.

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