

Nuts TV to broadcast live darts:

Nuts TV steps up its sports programming with live commitment to show major tournament



The 2008 PDC US Open will be screened exclusively live in the UK on Nuts TV on May 17th and 18th as part of a package of darts to be shown on the channel.

Nuts TV was launched in September 2007 after being inspired by the number one best-selling men's lifestyle magazine Nuts.

The channel is currently screening highlights of the 2007 Masters of Darts tournament throughout April on Friday, Saturday and Sunday nights. Coverage will then concentrate on live darts in May from the Mohegan Sun Casino, with the screening of the last 16 onwards from the £125,000 PDC US Open.

The last 16 will play on Saturday May 17, with the quarter-finals onwards being shown live across the UK on Sunday May 18 - with coverage from 7pm-midnight on both days.

"This is a very exciting deal," said PDC Chairman Barry Hearn. "Nuts TV is taking a leading entertainment brand into television, and the PDC US Open will be a fantastic addition to their channel. Coverage of the tournament was immensely popular last year and I'm sure that fans will once again watch in great numbers this coming May."

Joe Talbot, Director of Programming at Nuts TV continues: "Nuts TV takes sport seriously and we're thrilled to be the only channel in the UK showing the PDC US Open. Associating the Nuts brand to the growing popularity of tournament Darts is a key part of our programme strategy going forward. Our fights and darts strand between 11 and 12 each night is growing in appeal all the time. It's what our passionate male audience want to watch – excitement, drama and above all honest down to earth sportsmen you or I are happy to get involved with."

The tournament was hugely successful in its inaugural year in 2007, with Phil Taylor taking the title with a defeat of Raymond van Barneveld in Connecticut.

Bushido will be another highlight of Nuts TV 'Fights & Darts' hour. Every night between 11pm and midnight, viewers will enjoy programming around this genre including **Superfights** – chronicling some of the best British fights of all time featuring Nigel Benn, Chris Eubank and Michael Watson, and **KOTV** featuring the all-time world's best fights.

PROGRAMME DETAILS:

Name

- US Open Live Darts

Channel

- Nuts TV
- Freeview 42, Sky Guide 207

Shown

- 17th May and 18th May

Contacts

For further information / Images / Interviews with players or Joe Talbot

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Editor's Notes

Nuts TV was launched by Turner Broadcasting System (TBS), a Time Warner company, in September 2007. Inspired by IPC Media's number one best-selling men's lifestyle magazine Nuts, Nuts TV airs daily from 21.00 – 01.00 on Freeview channel 42 and from 19.00 – 03.00 on Digital Satellite, Sky guide 207. The shows cover all the essential topics men want, across four genres: Cops & Crashes; Football; Fights & Darts; Girls. The channel was launched with a multi-platform strategy and short-form content is also available to view via a broadband site at www.nuts.tv at [www.youtube.com/Nuts TV](http://www.youtube.com/NutsTV) and [www.bebo.com/Nuts TV](http://www.bebo.com/NutsTV).

Turner Broadcasting System (TBS) Europe delivers some of the world's most successful and well-known news and entertainment brands – CNN, TCM (Turner Classic Movies), [adult swim], Cartoon Network, Cartoon Network Too, Boomerang, Boomerang + 1 and Cartoonito. The company now broadcasts 21 entertainment channels in 17 languages across approximately 100 countries in Europe, the Middle East and Africa. Alongside its TV channels TBS is at the forefront of developing its brands through the internet, broadband, VOD, DVD, gaming, mobile, merchandising, publishing and every other available platform. Turner Broadcasting System Europe Limited is a Time Warner Company.

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Websites



www.ideageneration.co.uk

For:

- Online Press Office
- Client list
- Company contact detail



www.nuts.tv

For

- Programme Listings
- Presenter Details
- Highlights