

Esporte Interativo

Esporte Interativo is a Brazilian programming block broadcast on TNT and Space Television channels.

Esporte Interativo is a subsidiary of Warner Bros. Discovery in Brazil responsible for sports broadcasts on TNT and Space channels in the country.

Esporte Interativo started as a television channel, inaugurated on January 20, 2007, with the live broadcast of a Premier League match between Chelsea and Liverpool.

From 2015, it became part of Turner Broadcasting System Latin America.

Turner announced in 2018 the discontinuation of all EI channels in Brazil.

Part of the programming, such as the exhibition of national and international football championships, started to be shown on the Brazilian versions of TNT and Space channels.

With the standardization of Turner's sports channels in Latin America, it started to use the TNT Sports brand as of 2021.

History [edit]

Partnership with RedeTV! and Rede Bandeirantes [edit]

The plan of the Esporte Interativo channel started in 2004, when the marketing agency TopSports launch the brand Esporte Interativo and established a partnership with the TV network RedeTV! to broadcast sports events like English Premier League, UEFA Champions League and NBA.

In September 2004, after fights between TopSports and RedeTV!, the partnership was broken.

Esporte Interativo took their events to Rede Bandeirantes, in three years of partnership it broadcast events like UEFA Champions League, La Liga, English Premier League and Lega Calcio.[1]

Own channel and growth [edit]

On January 20, 2007, the Esporte Interativo channel started to broadcast free-to-air on satellite Star One C2, on the frequency 980 MHz vertical, replacing Amazon Sat.

On June 10, 2010, the Esporte Interativo channel started to broadcast in São Paulo, channel 36 UHF, and was created the Rede Esporte Interativo, to debut the network an interview with Brazilian president, Luiz Inácio Lula da Silva, was aired.

[2] In 2011 the network renewed the broadcast rights for the UEFA Champions League,[3] and gained the broadcast rights for UEFA Super Cup and UEFA Europa League.

[4] To celebrate the 5th birthday of the channel, was opened a new studio in São Paulo.[5]

In July 2012, Esporte Interativo launched their new SVOD multiplatform product EI Plus in partnership with Log On, and in October, closed a