

# CREDIT CRUNCH HAS SPORTS FANS REACHING FOR THE REMOTE

Submitted by: 10 Yetis PR and Marketing

Wednesday, 17 September 2008

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Cash strapped sports fans need never miss their sport on TV, with a free new service already being hailed by ITV as one of their 'favourite' and "most useful" sports sites out there.

A free sports service officially launches today which is so simple, customisable and user-friendly that ITV.com has already listed it as one of their favourite sports sites.

In a survey of 2290 sports fans nationwide, 68% of people admitted that they had missed their favourite team playing on TV at least once due to confusion as to what channel and what time their favourite team would be playing.

In the same survey nearly half of people said they had been hit financially due to the credit crunch, and as such would more regularly watch their team on TV rather than fork out to watch the game live.

A new service officially launches today that aims to help simplify televised sport.

[www.WherestheMatch.com](http://www.WherestheMatch.com) offers users a simple, free service from which they can view the television schedule for football, rugby union, rugby league and cricket teams for the next 7 or 31 days, detailing the teams involved, when the sport will be on TV, at what time the match starts, and on which channel they can watch it.

The service scours all of the television channels that carry live sport, and ensure that through the option to sign up to e-mail alerts for your favourite team or only view match schedules online involving your team/s, you never miss a game.

Fans can submit their own football 'Armchair Report' to the site, through a link from any match report on the ITV.com website. Users can rate the managers' decisions, the quality of the match coverage, and give their own 50 word report on any game on TV. See an example of this feature on ITV brought to fans by [Wheresthematch](http://www.wheresthematch.com) here (<http://www.itv.com/Sport/Football/News/ChampionsLeague/Matchreports/Report-Marseille-v-Liverpool-739899095.html>).

[Wheresthematch.com](http://www.wheresthematch.com) is also a Facebook application, which can be viewed here:

[www.wheresthematch.com/onfacebook/](http://www.wheresthematch.com/onfacebook/), and is equally as customisable.

Wes Lewis, co-founder of [Wheresthematch.com](http://www.wheresthematch.com) said,

"Our service does exactly what it says, and I think its success will be in the simplicity. There is so much sport on TV on so many different channels, we found it difficult to find our favourite teams' games, so decided that if we were having difficulty, others must be too.

"The survey findings show that less people can afford to watch their favourite team or sport live now than ever before, which is sad, but means that our site has come at the right time for fans. Whether you are a die-hard fan, a professional couch-chair commentator, or just simply want to follow the Internationals or catch an overseas match, if it's on TV, you'll find it on our site."

ENDS

For further information or to arrange an interview with one of the Wheresthematch team, please contact Rich Leigh, 10 Yetis Public Relations Agency (<http://www.10yetis.co.uk>) on 01452 348 211 or [rich@10yetis.co.uk](mailto:rich@10yetis.co.uk)

#### EDITORS NOTES

Wheresthematch.com has been featured positively in WebUser magazine, ITV.com and many sports fan sites whilst in beta testing.

Wheresthematch.com is the only site of its kind

Wheresthematch.com offers comprehensive, customisable TV listings for the UK's biggest four sports – football, rugby union, rugby league, and cricket

Wheresthematch.com is not affiliated with any TV channels, which means an unbiased representation of listings