



VICE TV ANNOUNCES NEW UNSCRIPTED DOCUSERIES PRODUCED WITH UNINTERRUPTED AND MY ENTERTAINMENT

“UNINTERRUPTED: The Real Stories of Basketball” Set to Premiere on June 4

New York, NY – May 3, 2024 – VICE TV today announced a new unscripted docuseries co-produced with UNINTERRUPTED, the award-winning athlete storytelling brand founded by LeBron James and Maverick Carter, and MY Entertainment. Titled “UNINTERRUPTED: The Real Stories of Basketball,” the eight-episode series takes viewers on a journey through the heart and soul of basketball, exploring the game's most iconic moments, players, and stories. It premieres exclusively on VICE TV on June 4.

“At The SpringHill Company we’re always looking to take our storytelling to the next level, and we’re excited to partner with VICE TV to share these real, unfiltered hoop stories with ‘UNINTERRUPTED: Real Stories of Basketball’,” said Maverick Carter, Chief Executive Officer of The SpringHill Company.

“As a lifelong student of the game and all of its iconic history and culture, I’m excited about this series that relives some of basketball’s biggest moments and the stories behind them for a whole new generation to experience,” said LeBron James.

Peter Gaffney, Interim President, Global Television at VICE TV, said, “Our partnership with LeBron, Maverick, and UNINTERRUPTED is an important part of our programming slate for VICE TV as we increase our production of docuseries that explore the world of sports and entertainment.”

“I could not be prouder of this series,” said Michael Yudin, President of MY Entertainment. “A true collaboration in storytelling with the great partners in VICE TV and UNINTERRUPTED.”

Through intimate firsthand accounts and candid points of view, “UNINTERRUPTED: The Real Stories of Basketball” will highlight stories that transcend the court and reignite the passion of die-hard fans while welcoming newcomers to experience and celebrate the game's history. Hall of Famers, NBA Champions, and All-Stars headline a legendary list of talent who participate in the series including Jason Kidd, Bill Laimbeer, Gary Payton, Bill Walton, Shawn Kemp, Isiah Thomas, Richard Jefferson, Kenyon Martin, Detlef Schrempf, and Spud Webb.

The series is narrated by Matt Barnes, former NBA professional and current basketball analyst. LeBron James, Maverick Carter, Jamal Henderson, Philip Byron, Bryan Terry, Joe Townley, and Michael Yudin serve as executive producers. Dan Levin is showrunner and director; Oscar-nominated filmmaker Sami Khan directed one episode of the series. Matt Rissmiller, Naomi Wright, and John Lopez serve as co-executive producers. The series is distributed worldwide by VICE Distribution.

VICE TV is available on all major cable and satellite providers and the VICE TV app.

About VICE TV

VICE TV is the Emmy-winning international television network from VICE Media Group. Since its inception in 2016, the channel has ushered new audiences to cable with its compelling and provocative programming. Boldly striving to reinvent traditional television, VICE TV produces hundreds of hours of original content for over 150 million homes worldwide. Built around a mission to tell courageous stories you won't see anywhere else, told by the people you won't hear from anywhere else; VICE TV showcases the best in informative and entertaining original series, documentaries, and movies, and is the destination for content that challenges popular knowledge and opinion.

About UNINTERRUPTED

UNINTERRUPTED is the award-winning athlete storytelling brand, within The SpringHill Company (TSHC), founded by LeBron James and Maverick Carter, that combines revolutionary content, experiences and consumer products. Since 2015, the UNINTERRUPTED brand has existed to partner with athletes to invite the sports community to celebrate the humanity in sport through culturally connected content. UNINTERRUPTED original content properties and franchises include *Top Class*, *Iman Amongst Men* and more. The award-winning studio team for the UNINTERRUPTED brand develops and produces high-quality sports-centered television, film, and theatrical releases with the biggest creators, brands and platforms in the world. All UNINTERRUPTED studio projects are empowerment led, where content isn't simply to entertain, but to inspire with thought-provoking themes, conversations and journeys. Studio projects within the unscripted and documentary space for UNINTERRUPTED include *What's My Name: Muhammad Ali*, *Greatness Code*, *Top Class*, *Golden: The Journey of USA's Elite Gymnasts*, *The Redeem Team* and more. For more information visit www.uninterrupted.com and follow [@UNINTERRUPTED](https://twitter.com/UNINTERRUPTED) on social media.

About MY Entertainment

MY Entertainment is an independent production company successful in creating linear, digital and premium content. MY Entertainment is best known for innovative formats, great storytelling, compelling characters and high production values. Based in New York, MY Entertainment has been at the forefront of the international format business, co-producing series across the globe, forging strong relationships with independent producers, co-developing original international formats and importing ideas to the US market. The MY Entertainment Team has produced thousands of hours spanning a variety of genres and delivering ratings for Discovery, A&E, National Geographic, BBC, Lifetime, MTV, Travel Channel, ID: Investigation

Discovery, Oxygen, Nickelodeon, Reelz and PBS. Popular series include the #1 paranormal show, Ghost Adventures, Pros vs. Joes, Billy Buys Brooklyn, Legacy List, Destination Fear, Baggage Battles, Sin City Justice, Manson Bloodlines, and critically acclaimed Breaking Borders. In 2022, MY Entertainment was acquired by Media Content Services, a media group that includes brands like Go To Team, Crew Mama, Assignment Desk, Stark Crew, and Brands & Content Studios.