



# CRICKET RADIO

*Providing a win – win for all stake holders*

Cricket Radio



# What is Cricket Radio?

- A brand created by Channel 2 Group Corp. to provide high quality and credible cricket related broadcasts to listeners all over the world by:
  - Acquiring and partnering key constituents for Event Rights
  - Collaborating with the largest State and Private Broadcasters to build reach
  - Using technology driven solutions such as the Internet and Mobile services



# Track Record

- New born baby – launched in the UK before the start of the ICC T-20 Championship
- Produced a World Feed using such cricketing legends as Sunil Gavaskar, Clive Lloyd, Farouk Engineer, Jeremy Coney and Kepler Wessels among others along side the very best commentators from England & India
- Feed supplied to:
  - All Caribbean Countries through CMC
  - USA & Canada through Sirius / XM radio
  - New Zealand through Radio Sports NZ
  - World wide on internet on ESPN Cricinfo



# No Radio Coverage in India\*

*\*(at the last minute 2 India matches, SF and Final on air via Off – Tube commentary aired)*

- India were reigning champions
- In 2007, when India won in SA – no radio commentary
- No commentary for overseas Test Matches for past several years
- No commentary on Australia's test series in India
- Where commentary is provided:
  - Often from studio – puts severe restrictions on ability to communicate with the listener
  - Quality & knowledge of the broadcasters in many cases is suspect
  - Absence of cricketing greats to analyze and enthuse the listener

# Reasons for this situation \*

*\* - as we have understood them*

- Absence of ability to plan ahead and ‘book’ or acquire rights
- Limitations of ‘spends’ up front (range of USD 4,000 – 7,000 per game is often the range of negotiation)
- Processes and procedures delay ability to get the ‘deal’ done in time
- Consequently, often no time to plan logistics, hence the ‘off tube option’ sounds good
- Commercial exploitation not as much as can be done, due to the same reasons and absence of long term and firm programs which can be better marketed

# Our Proposition

- Meeting all applicable standards of broadcast policy
- Providing an upside on commercials to earn without any committed expenditure
- CRICKET RADIO will be willing to deliver a High Quality ball – by – ball commentary, embellished with interviews, pitch reports and other programs to throughout the year with a pre-approved calendar of events!

# Other Points

- Public Service messaging will remain an important part of the broadcast
- In the absence of terrestrial TV coverage [?] on some series, (the Ashes now for instance) listeners can follow the game
- Using professional marketing organizations, we can maximize the revenue potential [?] of the saleable airtime, without compromising on the cricket!
- Depending on interest, IPL can also be broadcast [?] on the same principals [?] big revenue opportunity!

## Benefits we see

- Comprehensive program of match coverage and broadcast to the public.
- No expenses to be incurred. Only air time to be blocked for tournaments / matches
- Opportunity to provide the listening public with high quality broadcast, analysis and programs in English
- No compromise on the policy of broadcast and rules pertaining to what can and cannot be done on
- Potential opportunity for technical staff to upgrade their skills which can be used for the benefit

## Our request therefore....

- Advise the authorities to give us the opportunity
- If for the first 1-2 events, we will do this to establish the relationship and prove the viability – both commercial and operational.
- Key events involving, that we would like to propose to cover in 2009
  - India's tri series - Sri Lanka – (Ind, SL and NZ) Sep
  - ICC Champion's trophy - South Africa (all nations) Sep – Oct
  - The T-20 Champion's League in India - Oct
  - Australia's tour of India – (7 ODIs) November
  - South Africa's tour of India – December
- *We may do other matches, which can also be provided, if there is an interest*

# Current Audio Rights with us

- All ICC Events up to 2015 including the ICC World Cups in the subcontinent and in Australia, the intervening Champion's Trophy (2), the ICC Twenty-20 (2). India rights with BIG FM
- In Discussions to acquire through appropriate arrangements BCCI rights for India matches played in India.
- Collaborative arrangements with WICB, SACB, NZC and CA or rights of matches in those Board's jurisdictions.
- These rights include in most cases Radio, Internet and Mobile streaming rights for Audio.
- Rights for other sports easily possible – for instance, we HAVE the rights for the English Premier League Football for India. Great opportunity to provide Regional Language commentary for football crazy regions like West Bengal, Kerela & Goa.