

Dubai's Channel 2 bags Asia Cup, IPL rights

Move is a boost for the group which has already tied up with ICC for their events

MUMBAI

BY K.R. NAYAR

Chief Cricket Writer

Dubai-based Channel 2 Group has got the audio rights for the Asia Cup to be held in the UAE from September 13 to 18.

The group has already bagged audio rights for the Indian Premier (IPL) and has been relaying commentary to the UAE fans in English, Hindi and Malayalam.

This has come as a huge relief for UAE cricket fans, many of whom could not subscribe to beIN Connect channel to watch the matches live on television.

The Asia Cup commentary can be heard on Radio 4 in Hindi and English and Gold FM in Malayalam with IPL commentary also aired through these radio stations.

Speaking to *Gulf News*, Ajay Sethi, the chairman of Channel 2 Group Corporation said: "We have acquired the global audio rights for Asia Cup and IPL for the next five years and hence local stations will [provide] you [with] the commentary of these matches. We had already acquired the radio rights for International Crick-



Courtesy: Organisers

■ Ajay Sethi, Channel 2 Group chairman, said they have bagged global audio rights for Asia Cup and IPL for the next five years.

et Council events for the next nine years."

Speaking about the reach of the Channel 2 Group, Sethi said: "We also have global rights for video clippings and audio rights. This partnership has a greater degree of consistency across all our major events, which is in keeping with the ICC commercial philosophy of generating product quality and commercial value over a longer time period. The audio and live video clippings will be available in the UK, South Africa, Australia, Caribbean and Asia

countries, as well as Singapore and the Middle East."

Sethi's Channel 2 Group aims to reach out to more cricket fans in the coming years. "Our group has come a long way since 2007 ICC World Twenty20 Cup in South Africa, where we had only Cricket Radio rights from IMG as the global rights holders for eight years from 2007 to 2015.

All the rights

"It was my vision to reach out to more fans and I am delighted that our group has got all the rights for 2015 to 2020," said



This partnership has a greater degree of consistency across all our major events, which is in keeping with the ICC commercial philosophy of generating product quality and commercial value over a longer time period."

Ajay Sethi » Chairman of Channel 2 Group Corporation

Sethi who, by acquiring rights for IPL and Asia Cup, will be reaching out to the maximum number of cricket fans around the world.

Sethi was the co-owner of St Lucia Zouks in the Caribbean Premier League and is owner of the Nelson Mandela Bay Stars team in the oncoming Cricket South Africa's T20 Global League.

"Cricket Radio has strengthened its position as a world-class provider of live audio coverage. We want to use the medium to drive the game to the masses and beyond, especially through our