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Channel 2 gets global rights for ICC events

DUBAI — The International Cricket Council (ICC) on Monday announced that Channel 2 Group has been appointed as its global audio rights partner after it acquired exclusive audio rights for all ICC events from 2016 to 2023.

Under the terms of the agreement, Channel 2 Group will have global FM and AM rights, including exclusive distribution and sub-licensing rights for all the 17 ICC Events in the 2016-2023 period, starting with this month's ICC U19 Cricket World Cup in Bangladesh through to the ICC Cricket World Cup 2023 in India.

As part of ICC's strategy to pro-

mote, popularise and expand the reach of its tournaments, the English transmission of its licensees will also be available on ICC's website and mobile application.

The 17 ICC events to be staged over the eight-year period include — ICC World Twenty20 2016 and 2020, ICC Champions Trophy 2017 and 2021, ICC Cricket World Cup 2019 and 2023, ICC Women's World Cup 2017 and 2021, standalone ICC Women's World Twenty20 2018 and 2022, ICC Cricket World Cup qualifiers 2018 and 2020, ICC World Twenty20 qualifiers 2019 and ICC U19 Cricket World Cup

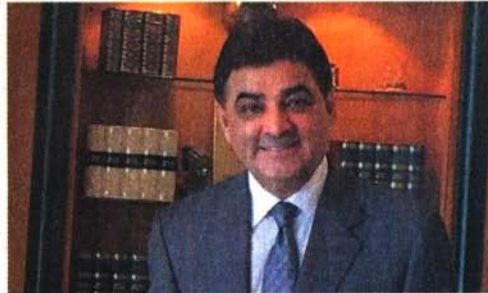
2016, 2018, 2020 and 2022.

Under the agreement, Channel 2 Group will provide live audio commentary at the ICC World Twenty20, ICC Champions Trophy and ICC Cricket World Cup via its sub-licensees in key cricket territories. For all other events, the coverage will be a mix of live commentary for select matches and regular live updates.

ICC general manager — Commercial, Campbell Jamieson, said: "This newest partnership is will ensure expanded reach of ICC events, especially in territories where radio broadcasts are still popular."

Ajay Sethi, chairman of Channel 2 Group Corporation, said: "We are delighted that through this partnership our group can reach out to millions of cricket lovers. We are dedicated to growing the game and this partnership is a step in that direction.

"Over the last eight years, Cricket Radio, has strengthened its position as a world class provider of live audio coverage and this long term partnership will help us build on that success. As fans of the game, we really want to use the medium to drive the game to the masses and beyond, especially through our digital offering."



Ajay Sethi, chairman of Channel 2 Group Corporation.