

20 JANUARY 2016

# Dubai's Channel 2 clinches ICC deal

By Staff Reporter

The International Cricket Council hailed Dubai-based Channel2 Group's fantastic radio coverage after inking an eight-year deal that gives them exclusive global audio rights for all the biggest events in the sport between 2016 and 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 eight-year period, starting with this month's U19 World Cup in Bangladesh through to the 2023 World Cup in India.

Campbell Jameison, ICC general manager (commercial) believes the partnership will ensure consistency in transmission across all the events.

"Channel 2 Group has been involved in cricket for a long time during which it has provided excellent live coverage," he said.

"The fact that this is an eight-year partnership also means there will be 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," he added.

Ajay Sethi, Chairman of Channel 2 Group Corporation claims the partnership with ICC is the result of their quality of cricket broadcasts. "We are delighted that through this partnership our group can reach out to millions of cricket lovers," he said.

"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."



All ears: Ajay Sethi.