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Multi-sport app Sports Flashes acquires ICC World Cup audio rights



Sports Flashes has acquired the rights from the UAE based Channel 2 Group to broadcast, promote and distribute audio content, which includes live feed as well as other content.

MUMBAI: Sports Flashes, the multi-sports app, which runs a 24-hour sports radio channel, has picked up the global audio broadcast rights of the ICC Cricket World Cup 2019, scheduled to be played in England between May 30 – July 14, next year.

Sports Flashes has acquired the rights from the UAE based Channel 2 Group to broadcast, promote and distribute audio content, which includes live feed as well as other content.

“After the success of the India West Indies series and thereafter expanding our footprint in India through the current India Australia cricket series, we are getting ready for the Mega World Cup 2019,” said Raman Raheja, founder, Sports Flashes.

Raheja said he intends to reach to an audience of 1 billion cricket fans with live feed of 48 ODIs from England. “We shall be tying up with various radio and digital platforms for live feeding of the audio content. The biggest Cricket Event of the World will reach far and wide with best of talent giving a ball by ball updates,” he said.

The live audio feed would be broadcast across the Sports Flashes App and web platform besides multiple other platforms including FM radio stations, mobile operators and digital platforms around the world.

“We shall be promoting the audio commentary to reach 100 plus countries and 1 billion people around the world,” said Ajay Sethi, chairman, Channel 2 Group.