

SPORTY SOLUTIONZ SIGNS GLOBAL BROADCAST DEALS FOR MCL

- PTV acquires rights for Pakistan
- TEN to broadcast the league in Middle East
- SuperSport to broadcast in Sub-Saharan Africa and Sportsmax in Caribbean

NEW DELHI, 25 January. – Sporty Solutionz, Indian sub-continent's leading company in the business of Media Broadcast Rights Syndication, has inked global broadcast deals for MCL. Sporty Solutionz signed deal with Ten Sports, PTV, SuperSport and Sportsmax for broadcast of the inaugural Masters Champions League (MCL) T-20 in the territories of Middle East, Pakistan, Sub-Saharan Africa and Caribbean respectively.

PTV, the national broadcaster, is the most watched television network in Pakistan. Whereas Ten Sports has a vast reach in the continent. SuperSport is a South African group of television channels. It provides sports content in South Africa and many other African countries, whereas Sportsmax is one of the biggest name in Caribbean for sports coverage. With these broadcasters coming on board to telecast the MCL action live, the league is going to reach each cricket lovers in the respective territories through these sports broadcast giants.

Sporty Solutionz holds exclusive rights to market the MCL media rights worldwide following a multi-year, multi-million dollar deal with MCL's Dubai-based promoters, GM Sports. The multi-million dollar deal to distribute the MCL media rights globally is yet another feather in the cap of Sporty Solutionz that also holds the rights for New Zealand Cricket. Sporty Solutionz has also acquired rights of various international leagues, including cricket and soccer.

The first edition of the league will be held in the UAE between January 28 and February 13, 2016. It will feature the global cricketing icons like Saurav Ganguly, Brian Lara, Kumar Sangakkara, Virender Sehwag, Brett Lee, Jacques Kallis and Adam Gilchrist. The league features six teams, involving 90 cricket stars. The League will be played in T-20 format.

“The MCL is going to feature a big number of all-time cricketing greats. The involvement of broadcasters like Ten Sports and PTV shows the calibre of the property. The league is going to be watched across four continents and Sporty Solutionz's endeavour is to ensure that MCL reaches every single cricket lover the world over,” Sporty Solutionz Chief Executive, Mr Ashish Chadha said.

Rajesh Sethi, Global CEO of Ten Sports network said, “ We are very happy to be associated with Masters Champions League (MCL) in its inaugural year. The concept and format of the Masters Champions League (MCL) is very interesting and we are confident the legends will turn up and entertain the packed crowds in the UAE. We believe that being the broadcaster in the host nation will attract a lot of viewer interest and a lot of traction towards our network channels.”

“To have a noted brand like Ten Sports, PTV, SuperSport and Sportsmax coming on board as our broadcasters in the territories of Middle East, Pakistan, Sub-Saharan Africa and Caribbean is a huge fillip for the Oxigen MCL. This will ensure that a wider base of fans will get to see some of cricket's Xtraordinary legends in action,” MCL Chairman, Mr Zafar Shah added.

The first match of MCL, between Libra Legends and Gemini Arabians, will be played on 28th January in Dubai and will see former India opening partners Saurav Ganguly and Virender Sehwag facing as rival captains. Ganguly would be captaining Libra Legends which also has such legendary players as Jacques Kallis, Graeme Swann and Brad Hogg. The Gemini Arabians, led by Virender Sehwag, also feature Kumar Sanagakkara, Saqlain Mushtaq and Muttiah Muralitharan, among others.