

talkSPORT secures Barclays Premier League global audio rights

LONDON, UK: talkSPORT has announced that it has agreed to a deal with the Premier League for an exclusive package of international audio broadcasting rights for the next four football seasons (2012/13 - 2015/16). The deal provides a platform for broadcast and digital expansion around the world.

The deal will see talkSPORT become the global audio partner of the Premier League outside the European Economic Area and broadcast commentary on all 380 Barclays Premier League games in multiple languages, including English, Spanish and Mandarin in what is the biggest development for the station since its launch.

From August 2012, sports fans outside Europe will have access to a new global audio service from talkSPORT that aims to offer unparalleled access to Premier League football, alongside other relevant sports audio, with distribution via the internet and mobile apps. The company also intends to establish a network of global radio partners in markets such as Asia, North America and Africa. talkSPORT is already an official broadcaster of the Barclays Premier League in the UK, broadcasting 64 games a season.

Launched in 2000, the company is reputed to be the world's largest dedicated sports radio station with an audience of over 3.2 million adults and was named Sony Radio Academy Station of the Year in 2011.

Production

Production of the international output will come from expanded studios at talkSPORT's existing premises in London and the station will also increase its editorial and commercial teams. UTV Media plc group companies such as Tibus and Simply Zesty will assist in the delivery of the project by providing technical and digital marketing expertise, and the project will also be supported by appropriate investment from UTV. talkSPORT is already in discussions with a number of potential commercial and distribution partners for the international output.

Scott Taunton, chief executive, said: "This is a huge development for us and it builds on the significant progress the station has made in the UK in recent years. I'm really excited about the potential for talkSPORT as a global brand, invoking the same passion in listeners and advertisers overseas as it does in the UK. We'll be expanding our London office studio and production space and I can't wait to see the buzz on match days."

John McCann, group chief executive, UTV Media plc said: "Since UTV acquired talkSPORT in 2005, we have invested significantly in sports rights and presenters to successfully reposition the company as the brand leader for sports audio content in the UK.

"Today's agreement with the Premier League is part of UTV's strategy to market talkSPORT globally. We look forward to building on the company's reputation for quality sports content with international audiences and advertisers alike, backed up by UTV's expertise in global digital delivery."

Premier League chief executive, Richard Scudamore, said: "We are extremely pleased to enter into a new international agreement with talkSPORT and welcome them as our new global audio rights partner."

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