

Proteas are back on the SABC box

The Proteas' matches will be screened on free-to-air television again...



(Image: Wikimedia Commons)

Yesterday Cricket South Africa and the SABC announced a three-year broadcasting deal that will result in all home matches, across all three formats (Test, one-day internationals and Twenty20) being broadcast live on SABC3.

The deal also includes radio coverage on five SABC stations.

More good news is on the cards. The SABC is already in the final stages of negotiations for rights to air matches from the Cricket World Cup in Australia and New Zealand in February next year.

SABC head of sport Bessie Tugwana said: "It is important for everyone to have access to such a big tournament. We are negotiating to secure a deal with the rights holders. We are on the verge of finalising the deal. We will come back and announce it as soon as that process is finalised."

The three-year deal with Cricket SA, for an undisclosed amount, kicks off with the West Indies' Test against South Africa in Centurion on Wednesday.

The coverage will include all three Tests, the last of which ends on January 6 at Newlands, and three T20 internationals which will be followed by five ODIs.

SABC chief operations officer Hlaudi Motsoeneng said: "This is good for everyone who loves cricket. This is not just about the matches, but development as well. We are committed to development."

Cricket SA chief executive Haroon Lorgat said: "We have been inundated with mail and calls asking why our matches were not on the national broadcaster. We are pleased now that the schedule for the next year will be broadcast on free-to-air

television."

Source: *The Times*, via I-Net Bridge

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