

Discover Digital's DEOD awarded near-live short-form digital rights for ICC events

The Dubai-based Channel 2 group has awarded the near-live short-form digital rights for the International Cricket Council Champions Trophy 2017 and the ICC Women's World Cup 2017 tournaments to Discover Digital's Digital Entertainment on Demand TV service. DEOD has also been appointed the exclusive aggregator in sub-Saharan African for all ICC tournaments up to and including and the 2019 ICC World Cup.

The Channel 2 group is the official licensor of ICC's digital content in various territories around the world and holds the exclusive global audio rights of the ICC until the 2023 World Cup. DEOD has created a dedicated OnDemand Category for the ICC tournaments, which will launch with the ICC Champions Trophy from 1-18 June in England and Wales.

For more, visit: <https://www.bizcommunity.com>