

Zoopy syndicates world cup coverage to US TV

South Africa's Zoopy TV is now syndicating some of its 2010 FIFA World Cup coverage to US TV station KSEE 24, an NBC network affiliate in Fresno, California, it announced this morning, Tuesday, 15 June 2010. The Zoopy TV team has been covering the lead up to - and now the actual events surrounding - the world cup currently being hosted in SA.



Working with David Marcus and his team, Zoopy has partnered with KSEE 24 News to broadcast a daily one-minute insert which captures the action and emotion on the ground. View the [first insert](#).

Enthuses Jason Elk, Zoopy CEO, "We couldn't be prouder to be distributing this South African content to even more viewers around the world. Mzansi fo sho!"

He told Bizcommunity.com, "The beautiful thing about this partnership is that we made it all happen without ever meeting or speaking. Our entire relationship has been virtual.

"KSEE 24 emailed us"

"KSEE 24 mailed us after seeing what Zoopy TV has been producing and we put together the partnership in a couple of days. The inserts are tweaked for their use, uploaded via FTP and live on the air on their TV station within a matter of hours.

Concluded Elk, "It's incredible that an online TV platform in Cape Town and a broadcast TV station in California could hook up to make this happen so quickly, maintaining top grade quality and professionalism throughout - and taking Zoopy and the world cup to even more viewers across the globe."

For more, see Zoopy's before/after match interviews with fans and more on-the-ground coverage by browsing through its [Inside 2010 channel](#).

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