



## **Media Release**

Mumbai 20 January 2007

### **Nimbus offers to provide feed of cricket telecast to Doordarshan**

Nimbus Communications Limited, the Licensor of television and radio rights of international cricket played in India, staged by BCCI, has had several meetings at its own initiative over the past few days with officials of Prasar Bharati to discuss fair and equitable terms for providing TV feed to Doordarshan and radio commentary to AIR AM stations, in relation to the forthcoming India v/s West Indies and India v/s Sri Lanka series. Nimbus has been at the forefront of providing TV feeds of international cricket to Doordarshan and has in fact pioneered the revenue sharing formula system with Doordarshan.

Over the years, the Indian private sector broadcasting industry has grown and its growth is partially dependent on subscription revenues from cable and DTH. Further, the satellites used by Doordarshan have significant signal dispersion into many neighboring countries often as far as Middle East and Singapore. Unfortunately Doordarshan has not upgraded its own technological practices and continues to transmit its satellite signal sent to the terrestrial transmitters without encrypting the same. Consequently during a cricket telecast the unencrypted signal violates the rights of television rights owners in many Asian countries, encourages piracy and destroys the business of the Indian private sector sports channels. No major country with a developed broadcasting industry transmits terrestrial networks sports events signal via unencrypted satellite. The growth of sports in any country is substantially dependent on the revenues it gets from sports channels and those revenues would be substantially destroyed if the rights of sports channels are not protected having a terrible impact on sport itself.

Accordingly, Nimbus has requested Doordarshan to encrypt its signal transportation which is sent via satellite such that the rights of others are protected. Till such time as Doordarshan puts encryption into place (2-3 weeks), Nimbus has offered an alternative in consultation with its other licenses in the form of a 15 minute time delay transmission on DD, which will partially protect the rights of others. While all other material terms have been agreed between the parties, Doordarshan has yet to agree to the request for encryption or time delay. This has held up the finalization of arrangements between Nimbus and Doordarshan.

It may be added, that while there is no statutory force behind the Downlinking Guidelines issued by the Ministry of Information & Broadcasting in respect of sports events, and the same have been held to have no basis in law; Nimbus has volunteered to provide a feed to DD of full match



coverage of One Day Internationals and Highlights of Tests subject to a fair and equitable contract and encryption (or time delay) of the DD signal.

Nimbus continues to engage DD in a constructive manner, but reiterates that if it is coerced into providing a feed without a fair and equitable contract, it intends to rigorously defend its Constitutional rights as advised to Nimbus.

Nimbus cannot make itself party to the violation of the rights of its own licensees or to encouraging acts of signal piracy, and accordingly has insisted that Doordarshan encrypt its signals when sent via satellite should it wish to receive a feed to cricket matches from Nimbus on a revenue sharing basis.

---

For further information, please contact:

Yannick Colaco  
Sr. VP – Sports Marketing

E: [ycolaco@nimbus.co.in](mailto:ycolaco@nimbus.co.in)

Phone +91 98201 45614