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Neo Sports aims to double topline to Rs 1,000 cr

Our Bureau
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NEO Sports Broadcast is looking to double its revenues to nearly Rs 1,000 crore for the current fiscal. This includes around Rs 700 crore from advertising while the other Rs 300 crore is expected to come from subscriptions, the company said at a press conference. The broadcaster has two channels in its fold — Neo Cricket and Neo Sports.

Neo Cricket will broadcast the Sahara BCCI Corporate Trophy in September, which will be followed by the India-Australia one day international (ODI) series in October, the India-Sri Lanka series in November-December and the India-Sri Lanka-Bangladesh tri-series in December. India will also play five ODIs and three tests against South Africa in India starting January 2010. Neo Sports holds the rights to all matches that India plays at home. The ICC Champions Trophy in South Africa and the BCCI T20 Champions League will be telecast on ESPN Star Sports.

Prasana Krishnan, COO of Neo Sports Broadcast said he was confident of pulling in more viewers than the Indian Premier League. "We are looking at higher viewership numbers and ad rates in the range of Rs 4.5-5 lakh for a 10-second spot," he stated. By comparison, Multi Screen Media's Set Max, which holds the telecast rights for IPL, was charging approximately Rs 3.5-4 lakh for a 10-second spot with the rates for the finals increasing to Rs 10 lakh.

Out of Neo Cricket's schedule, the India-Australia ODI series is expected to garner high viewership numbers.