

# Neo Sports to soon enter Canada, US, Caribbean

**MUMBAI:** Leading sports channel Neo Sports is planning to enter the North American market in October in tieup with local DTH players, a top company official said. The channel is also looking at doubling its turnover from the DTH segment this year, the official said. While he did not share its current revenues from the segment, it is expected to be around Rs 75 crore. "We are entering into the North American market. Next month we will start our operations in Canada as there is a huge Indian population and hence we are expecting a good response for NEO Cricket. Soon, we plan to enter the US market as well and with this we see an USD 25-million opportunity next year," Neo Sports Broadcast COO Prasanna Krishnan said here.—PTI