

Neo Sports, Comcast tie up

MUMBAI: Neo Sports Broadcast has entered into an a 10-year contract with Comcast Corporation, the largest cable operator in the US, to launch the 24-hour cricket channel Neo Cricket in the US. Neo Cricket is the flagship channel of Nimbus Communications. Akash Khurana , vice-chairman, Nimbus Communications, said, "This is a major milestone for our flagship channel Neo Cricket, which earns the distinction of being the first 24X7 cricket channel to be made available across the largest cable network (Comcast) in the US. It will connect with South Asians and cricket lovers of all nationalities across America."