



For immediate release:

14th October, 2011

Neo Cricket would like to clarify the circumstances under which cricket fans were deprived of the broadcast of the first few balls of today's first ODI between India and England in Hyderabad.

1. On August 30th 2011, the Licensed Broadcaster in India for the England Tour of India ("Event") , wrote to Prasar Bharati informing them of the schedule of the Event
2. This notification was made 45 days before the first scheduled match of the Event and in full compliance with the Sports Broadcast Signal (Mandatory Sharing with Prasar Bharati) Act, 2007 ("Sports Act")
3. Despite repeated follow ups from Neo Cricket, including 3 letter reminders and multiple phone calls, Prasar Bharati refused to confirm on whether it wanted to share the live broadcast of the Event or not. Finally on 9th October 2011, a mere 5 days before the first match and a whole 40 days after receiving the original notification letter, Prasar Bharati wrote an email to Neo confirming that it wanted to share the Live feed of the match and asking for a meeting on the next day to appoint the Revenue Management Company ("RMC") for the Event
4. The RMC is the company responsible for selling advertising on the broadcast of the match on Doordarshan and is appointed by a process in which both the Rights Holder (Neo) and Prasar Bharati are required to make sealed Bids.
5. The RMC meet was held on the evening of 10th October, as instructed by Prasar Bharati, and following the sealed Bid process, the RMC was awarded to Neo.
6. On the 12th of October 2011, Prasar Bharati submitted a draft agreement to Neo for comments and signature. In the said draft agreement Prasar Bharati

clearly stated that it wanted Neo to submit a BG for approx INR 4 crores i.e. Prasar Bharati's share, within 5 days of signing of the agreement.

7. Given that the draft agreement was sent to Neo by Prasar Bharati on 12th of October, it was expected that the agreement would be signed on the 13th or 14th and thus the BG would be submitted on the 19th or 20th of October 2011 (i.e. 5 dates after signing)
8. But instead, after close of business hours on 13th October at 7pm India time (i.e. the night before the first match) the Ministry of Information and Broadcasting sent a letter to BCCI stating that uplink permission would be granted to BCCI only if Neo would submit a BG by the morning of today i.e. in a few business hours, to Prasar Bharati; this despite the fact that its own Prasar Bharati draft agreement stated that the BG was required to be furnished 5 days after the agreement was signed.
9. Neo was obviously taken aback by this unreasonable demand of Prasar Bharati and requested a meeting to discuss the same
10. At a meeting this morning with relevant officials, Neo was given no choice but to accede to the demand of Prasar Bharat to ensure that the cricket loving public in India would get to see the cricket match. Accordingly at 12:37 pm today, Neo paid to Prasar Bharat the entire amount equivalent to the BG by way of bank demand draft, a whole 90 days before the amount is actually due!
11. This payment was made to and duly acknowledged by Prasar Bharati
12. Despite the above, the uplink license to BCCI and Neo Cricket was issued past the match start time of 2:30 pm today resulting in no coverage for the first few balls of the Event

Neo Cricket is deeply disappointed by what it believes could be construed to be unreasonable behaviour by Prasar Bharat and intends to approach the Government of India after consultation with Industry bodies with a request that appropriate rules be framed to govern future events such that the process and rules governing the sharing of events with Prasar Bharati are equitable and reasonable.

About NEO Sports Broadcast Pvt. Ltd.

NEO Sports Broadcast Pvt. Ltd owns and operates two channels i.e. NEO Cricket - the No. 1 sports channel for the year 2008, 2009 and 2010 in India by annual Gross rating points (Source-TAM 2008, 2009 & 2010) and NEO Sports - the premium all sports channel.

NEO Sports offers premium quality global sports including top drawer Football, Tennis, Golf, Motoracing, Badminton to the Indian sports lovers. This includes German Bundesliga, Italian Serie A, US PGA TOUR Golf, Davis Cup and Fed Cup, WTA Tour Women's Tennis, NASCAR & MotoGP among others. The channel has recently acquired broadcast rights for Copa America 2011, Rugby World Cup 2011, French Open and UEFA Euro 2012

NEO Cricket is the world's first cricket centric TV channel and currently broadcasted in 27 countries including US and Canada. Amongst its range of cricket centric programming is all Indian International Cricket matches played in India including ODI's, T20 and Test matches.

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