



Neo Sports to broadcast World Series Hockey

Path Breaking Broadcast plan for 61 live prime time matches

November 1, 2011: Neo Sports will be the exclusive broadcast partner for World Series Hockey in the Indian Sub Continent. The inaugural edition of the league will be held from Saturday, 17th December to Sunday, 22nd January and will feature 8 teams, 37 days of non stop action and 61 prime time matches that will be broadcast live.

The broadcast plan has been strategically designed to ensure complete prime time play-out in India with absolutely no conflict with live cricket. There will be 2 matches scheduled daily at 7:30 PM and 9:15 PM to maximize viewership. The entire hockey viewing experience will be embellished with high quality entertainment, never seen before production standards and riveting wrap around programming to delight the consumer.

Hockey, is the second most watched and followed sport in India after Cricket. Infact, the average viewership for the India matches during the 2010 World Cup was 2.21, higher than most India international cricket test matches. World Series Hockey is a joint initiative between IHF and Nimbus Sport (the parent company of Neo Sports) and will feature 200 of the biggest stars from India, Australia, Pakistan, Spain, Argentina, Canada, Holland, Germany, Ireland, Malaysia, South Korea and New Zealand.

Prasana Krishnan, COO – Neo Sports Broadcast Pvt Ltd said “Neo Sports has added yet another key blockbuster event to the existing star studded line up with World Series Hockey. The aggressive marketing plan coupled with broadcast innovations will definitely generate unprecedented viewership for the sport in India. Extensive research has revealed that there is a tremendous consumption need gap for a strong second sport in our country and WSH is a fantastic product to specifically service this gap.”

Yannick Colaco, COO – Nimbus Sport said “World Series Hockey is extremely pleased to partner with India’s No.1 sports network, NEO Sports. Over the next few weeks we will announce our partner licensee broadcasters on premier platforms across the world, ensuring that every hockey fan has the opportunity to be a part of this historic event”

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.