

## Ten Sports On Dialog TV



Ten Sports, has signed an agreement with Dialog Satellite TV for direct to home distribution in the territory of Sri Lanka.

Chris McDonald, CEO, Taj Television, owners of Ten Sports, said: "We are delighted to have finalised a carriage agreement with Dialog TV. Our arrangement ensures the Sri Lankan sports enthusiast will now be able to view the very best of sport on the Dialog TV platform. Ten Sports is the exclusive broadcast rights holder of all Sri Lankan Cricket played in Sri Lanka. For example later this year Ten Sports will broadcast the keenly anticipated England tour of Sri Lanka.

Jude de Valliere, Vice President, Sri Lanka Region, Taj Television, said: "Ten Sports

is required viewing in Sri Lanka, with strong cricket content complemented by the US Open tennis, Tour De France, the ever popular WWE, UEFA Champions League, COPA America, US PGA golf, and a host of other exciting sports programmes. We are excited about our partnership with Dialog, one of Sri Lanka's most dynamic companies, and believe that we will now see strong growth in pay television throughout the country."

"With the addition of Ten Sports we have completed our sports bouquet and provide our customers with the largest and most comprehensive offering in terms of sports coverage. With Dialog TV we're giving the Sri Lankan consumer the best entertainment and value for money," said Nushad Perera, General Manager Sales and Marketing, Dialog Telekom.