

NTA acquires free to air English Premier League rights



By [Emeka Enyadike](#)

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The new season of the English Premier League (EPL) commencing August 11, 2007 marks a remarkable breakthrough for the Nigeria Television Authority (NTA). The national broadcaster, which claims to be Africa's largest TV Network, will broadcast one live game every week in the latest instalment of the most popular EPL.

Lagos - The organisation won the rights in a keenly contested bidding process, by entering into a landmark collaboration - including all other TV and Radio station and Networks under the auspices of the Broadcasting Organization of Nigeria (BON).

Details of the broadcast plans were revealed recently in Lagos, Nigeria's commercial capital: OSMI, the broadcast rights marketing agency, will bring their expertise to the project, which will also include a show highlighting all the matches and a preview programme. The programs will be hosted by NTA.

This historic deal will run for three seasons - 2007/2008, 2008/2009 and 2009/2010 - and will mark the first time since the advent of the EPL in 1992/1993 that the league will be broadcast on free-to-air in Nigeria.

ABOUT EMEKA ENYADIKE

Emeka Enyadike is a multi-dimensional writer on sports, marketing, sponsorship, broadcasting and online trends drawing from his rich diverse global expertise. He has deep industry know-how, built through a distinguished sporting career that makes him one of the most respected sports commentators and analysts from Africa. Contact Emeka at livermeke@yahoo.co.uk.

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