

SuperSport to broadcast Olympic Games in 2014, 2016

SuperSport International has the rights to broadcast the XXII Olympic Winter Games in 2014 in Sochi, Russia, and the Games of the XXXI Olympiad in 2016 in Rio de Janeiro, Brazil.



The International Olympic Committee (IOC) awarded the broadcast rights in South Africa and Sub-Saharan Africa for pay satellite television and internet and mobile broadcast rights.

IOC President Thomas Bach said, "We are delighted to have reached this agreement to continue to work with SuperSport to bring the Olympic Games coverage to fans across the region."

IOC member Richard Carrión, who led the negotiations, added, "SuperSport has a wealth of knowledge in broadcasting the Olympic Games and this agreement will ensure a first class broadcast experience of both games."

Brandon Foot, acting CEO of SuperSport, said, "This agreement continues a long and proud tradition of broadcasting the Olympic Games, which we have done since 1996. I am delighted with this acquisition as the Olympic Games is one of the crown jewels, with each edition proving popular with viewers. For the next games in Sochi, we will have a dedicated 24-hour high definition channel, while the 2016 Games will enjoy multi-channel coverage, including magazine shows, highlights and more."

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