

Infront Media secures Olympics TV rights in Africa

The International Olympic Committee (IOC), the Olympic movement's governing body, has inked a six-year contract with international sports rights agency Infront Media for the sub-Saharan Africa area.



Image source: Gallo/Getty.

The contract will last until 2024 covering the next two Summer Games, Tokyo 2020 and Paris 2024; the Beijing 2022 Winter Games; as well as both of the next winter and summer Youth Games.

Infront has been granted the distribution of IOC media rights in 46 African countries – including exclusive free-to-air (FTA) television, radio, and digital packages.

The vice president for summer sports of Infront, Julien Ternisien, declared, “Our shared objective with the IOC is to maximise the reach of the Olympic Games and bring the unique stories to households across Sub-Saharan Africa. We feel the next five years will be an exciting time for the Olympic movement in Africa, with Dakar 2022 providing one of many opportunities for Africa to illustrate its passion for the Games. Infront is delighted to deliver the high-quality service it is known for.”

A dedicated IOC channel in Africa will offer hundreds of hours of programming to audiences across the region, with more than 30 journalists on board to bring live and delayed broadcasts as well as highlights from all competitions and full coverage from the opening and closing ceremonies.

Furthermore, Infront will offer ready-to-broadcast personalised programming from the Tokyo Games next year, with more than 200 hours of transmission offered across 46 sub-Saharan African countries, and including six to 15 hours of daily content in three languages.

Source: NexTVAfrica.com.

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