



FOR IMMEDIATE RELEASE

Mumbai: February 16, 2010

News Channels unable to cover IPL

- (1) In 2008 the IPL/SETMAX had drawn up a set of norms for use of cricket footage of IPL matches, in negotiation and agreement with the News Broadcasters Association (NBA), which has been followed ever since.
- (2) However, the NBA regrets that at a meeting held on February 16, 2010, the IPL/SETMAX have arbitrarily refused to abide by their commitment as contained in the 2008 norms.
- (3) In view of this position unilaterally taken by IPL/SETMAX, members of the NBA are unable to offer to their viewers any coverage in relation to IPL or its proposed matches.
- (4) Inconvenience caused to our viewers by this unreasonable commercial approach of IPL/SETMAX is regretted.



Annie Joseph
Secretary General
News Broadcasters Association