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Amicable settlement of footage & accreditation issues of News & Current Affairs Broadcasters by the DLF Indian Premier League

Mumbai / New Delhi, Thursday, April 18, 2008 - Representatives of the News Broadcasters Association (NBA) Mr. K. V. L. Narayan Rao - Group CEO NDTV, Mr. Chintamani Rao - CEO Times Now, Mr. Q. W. Naqvi – News Director, TV Today, Mr. Arnab Goswami - Editor in Chief, Times Now and Mrs. Annie Joseph, Secretary General – NBA met with Mr. Lalit Modi, Chairman & Commissioner, DLF Indian Premier League and Mr. Sundar Raman, COO, DLF Indian Premier League met on April 16th 2008 at Mumbai to amicably settle issues relating to footage and accreditation guidelines for the inaugural season of the DLF Indian Premier League that commences tomorrow in Bangalore. Also present at the meeting were global broadcast rights media holders for the DLF Indian Premier League Mr. Kunal Dasgupta, CEO, Sony Entertainment Television, Rohit Gupta, President, Network Sales & Revenue Management and Mr. Venu Nair – CEO, World Sports Group.

In the interest of fostering a symbiotic relationship between the News & Current Affairs Broadcasters and the DLF Indian Premier League, the meeting saw all contentious issues concerning the guidelines on footage and accreditation being settled amicably to the satisfaction of all concerned.

Lalit Modi, DLF Indian Premier League Chairman and Commissioner, said, "We firmly believe that media is an integral stakeholder in the promotion and success of sport, including a concept like the DLF Indian Premier League. I am glad that the issues relating to footage and accreditation for the News & Current Affairs Broadcasters, have been resolved amicably. I would like to thank all of the representatives of the NBA team for being open to constructive dialogue. All of us now look forward to the action beginning on the field in Bangalore tomorrow."

Narayan Rao, Group CEO, NDTV said, "We are happy with the discussions held with Sony & the DLF Indian Premier League on April 16th 2008 at Mumbai. It was critical in our mutual interests to find a solution to all the issues so that our viewers were able to enjoy the cricket extravaganza that is the DLF Indian Premier League and for that I thank Mr. Modi and Mr. Dasgupta for their willingness to amicably discuss and resolve all issues. We look forward to the action now on the cricket field during the four day four days of the league."

Annie Joseph
Secretary General

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