



## **MEDIA STATEMENT**

### **NO AGREEMENT REACHED BETWEEN SABC AND SUPERSPORT ON BROADCAST OF PSL MATCHES**

**Johannesburg – Saturday 03 August 2019** - The South African Broadcasting Corporation (SABC) regrets to announce that no sublicense agreement was reached with SuperSport, in respect to the broadcast of matches of the new PSL season.

The SABC was expected to pay SuperSport R280 million for 144 matches per year for a period of five years, and during that period, the SABC would have made revenue of only R9.8 million per year. This would not have been a commercially viable agreement for the SABC.

Over the last five years, the public broadcaster has incurred a loss of R1.3 billion in relation to the broadcast of PSL matches and a decision has been taken that any agreement entered into, should be financially sound and sustainable for the business, ensuring that there is return on investment for the organisation.

Dr. Craig van Rooyen, the SABC's Acting Chief Operations Officer (ACOO) stated "the SABC would like to apologise to all South Africans. However, for the financial sustainability of the SABC, we will not continue with deals that are not commercially viable."

**END**

**Issued By:                   Group Communications**

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