



## NEWS RELEASE

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# ATN - ASIAN TELEVISION NETWORK BECOMES OFFICIAL CANADIAN BROADCASTER OF INAUGURAL GLOBAL T20 CANADA

## TV rights holder to air LIVE all 22 matches of North America's first pro Twenty20 cricket league

**Toronto, Canada; Jun 28, 2018:** Global T20 Canada and Asian Television Network International Limited announced a partnership that will see the broadcaster become the exclusive Canadian television rights holder for the first professional Twenty20 cricket league in North America.

ATN, Canada's largest South Asian broadcaster, will air live all 22 league matches of the inaugural edition of Global T20 Canada on its Commonwealth Broadcasting Network (CBN) channel.

"ATN has a proven track record over the years of broadcasting in Canada the best of international cricket, from top-flight ICC events to test matches featuring the world's top nations," said Gurmeet Singh, Chairman, Global T20. "The inaugural Global T20 Canada will make Canadian sport history and we're looking forward to ATN bringing every ball, six, wicket, and over to households across Canada."

A long-time broadcaster of international cricket, ATN most recently was the exclusive Canadian rights holder for ICC Champions Trophy 2017 and ICC WorldTwenty20 (2016) and was the first to bring the World Cup of Cricket live via satellite to Canada in 1986. ATN's 55 channels include programming that spans 10 languages and a variety of genres, including news, sports and entertainment.

"We at ATN are delighted to bring the first Global T20 Canada live on our popular CBN channel to viewers across Canada," said Dr. Shan Chandrasekar, President and CEO, ATN. Cricket is a fast-growing sport in Canada mainly due to immigrants from Commonwealth countries and regions such as India, Pakistan, Bangladesh, Sri Lanka, Caribbean, United Kingdom, Australia and New Zealand, where it's the most popular sport, and with some of the top world-class cricketers playing in this league this sure will be a treat for all Canadians."

Global T20 Canada will run from June 28 to July 15, 2018 and feature many of cricket's top international stars including **Chris Gayle, Andre Russell, Shahid Afridi, Daren Sammy, Lasith Malinga, Steve Smith, Sunil Narine, David Miller** and **Dwayne Bravo**. Overall, 96 players from around 20 countries will showcase the popular Twenty20 form of cricket known for its fast-paced action, pageantry and infusion of popular culture elements.

Five franchise teams will vie for the championship – Toronto Nationals, Vancouver Knights, Edmonton Royals, Montreal Tigers and Winnipeg Hawks - along with the Cricket West Indies B Team, comprised entirely of players from the Caribbean.

#### **About ATN-Asian Television Network International Limited (TSXV-SAT)**

ATN serves Canada's diverse cultural communities with 55 specialty television channels. The Company offers its flagship ATN-HD general interest service along with 7 other general interest channels, 3 sports Channels, 7 news Channels, 5 Bollywood movie channels and a variety of channels that include music Channels, lifestyle Channels, Chinese Channels, Punjabi channels, and several regional language channels. ATN has programming alliances with leading international broadcasters like Doordarshan, Sony Entertainment Television, Viacom, India Cast, "&TV "from the Zee group, Times Television, B4U, Disney's UTV, ARY and many more. ATN channels are available on various licensed Cable, Satellite and IPTV Platforms across Canada like Shaw Cable, Bell TV, Rogers Cable, Bell Fibe TV, TELUS Optic TV, Shaw Direct, Cogeco Cable, and Others.

For more information please visit [www.asiantelevision.com](http://www.asiantelevision.com) or contact...

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