



NEWS RELEASE

FOR IMMEDIATE RELEASE

ATN to Broadcast European Cricket Championship, Weston Shield & Meltl Shield 2025 Live across Canada

Toronto; August 18, 2025: Asian Television Network International Limited (ATN) (TSX-V-SAT), Canada's largest South Asian broadcaster and pioneer broadcaster of cricket is thrilled to announce the exclusive Canadian telecast of the European Cricket Championship 2025, along with the highly anticipated Weston Shield and Meltl Shield tournaments, commencing September 15, 2025. All series will broadcast live and exclusively on ATN's dedicated cricket channels, CBN & ATN Cricket Plus, bringing top-tier international cricket action directly to Canadian viewers.

The European Cricket Championship (Men's) has quickly grown into one of the most exciting cricket events on the global stage, showcasing top teams from across Europe as they compete for continental supremacy. Known for its high-octane format and dynamic play, the tournament brings together emerging cricketing nations and seasoned pros, delivering unmatched entertainment for fans.

In addition, ATN will also air the Weston Shield (Men's) and Meltl Shield (Women's) 2025, both premier cricket competitions that feature intense rivalries and exceptional performances from talented players worldwide. The tournaments promise thrilling matches and unforgettable moments for cricket enthusiasts.

All three series will be played in the new and increasingly popular T10 format, featuring a combined total of 163 matches in high-definition with expert pre-match, mid-innings, and post-match analysis. This new action-packed format delivers non-stop excitement—perfect for both casual viewers and die-hard cricket fans.

Broadcast Details:

Format: T10 (10 overs per side)

Total Matches: 163 (*ECC – 113, Weston Shield – 25, Meltl Shield – 25*)

Channels: CBN & ATN Cricket Plus

About ATN-Asian Television Network International Limited

ATN serves Canada's diverse cultural communities with over 50 specialty television channels. The Company offers its flagship ATN-HD general interest legacy service along with 7 other general interest Hindi channels, 3 sports channels, 7 news channels, 5 Bollywood movie channels and a variety of channels that include music, lifestyle, and several regional language channels that includes Punjabi, Tamil, Bengali, Urdu, Gujarati & Marathi. ATN has been a pioneer in the production of multicultural television programming in Canada. ATN has programming alliances with leading international broadcasters like Sony Entertainment Television, Disney/Reliance-Star, Viacom/ India Cast, CNN News 18, Zee Network, Doordarshan, Times Television, B4U, NDTV (Good Times), Republic TV, ABP News Network, Jaya TV, ARY, FOOD FOOD Network and many more.. ATN is also a pioneer broadcaster of Cricket in Canada and has exclusive broadcast rights for various International Cricket Boards. ATN was the first to bring the ICC World Cup of Cricket live across Canada in 1987 and since have exclusively broadcast a large number of Test Matches, One Day Internationals, limited over T-20 games including the Premier of IPL & various T-10 leagues. ATN's content is also available on Amazon Prime in USA & UK, ATN has its own state of the art production and digital broadcast facilities which have also been used by various production companies associated with Netflix, CBC and others.

For more information, please visit www.asiantelevision.com or contact

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