



# Canadian Premier League's Island Games Tournament

## To Air on 1SPORTS in the Indian subcontinent

Every game from August 20<sup>th</sup> to air in primetime across the region

**August 20<sup>th</sup>, 2020:** MEDIAPRO Canada has sealed a distribution deal with 1SPORTS, the pay-TV sports in the Indian subcontinent, for coverage of the Canadian Premier League's Island Games tournament currently taking place in Charlottetown, Prince Edward Island.

The channel will air every game from August 20<sup>th</sup> through to the finals in the coveted 10pm slot, allowing for primetime coverage of Canada's top-tier professional men's league across the region.

The move brings the Canadian Premier League to one of the world's largest television markets, and one where soccer is becoming increasingly popular – both the Premier League and Spain's LaLiga have large, devoted followings, and the AIFF, the Indian national soccer association, has stated that its goal is to ensure that the men's national team qualifies for the 2026 Fifa World Cup.

The increasing exposure of the CPL worldwide is part and parcel of Mediapro's commitment to bring unparalleled production quality and distribution expertise to Canadian soccer, to continue building on the unprecedented momentum the sport is experiencing in Canada as the country looks to 2026, when it will co-host the Fifa World Cup with the US and Mexico.

1SPORTS, operated by Indian media company LexSportel Vision, is carried on several of India's largest cable and satellite pay-TV platforms, including DTH platforms Tata Sky (India's largest), DishTV and Videocon D2H – all also available in Nepal and the Maldives. The CPL will also be available through LexSportel on Dialog TV, Sri Lanka's largest pay-TV operator.

**About LexSportel Vision:** LexSportel Vision is a premier sports broadcaster and operator of the 1SPORTS channel in India and South Asia and has acquired the rights to premium sports events across the Indian subcontinent over the past few years. Marquee soccer properties showcased by Lex Sportel include India's Hero I-League, Major League Soccer, Brazilian Serie A, the Chinese Super League, the Scottish Premier Football League football and the Coupe de France among other events.

**About The Island Games:** Charlottetown, Prince Edward Island is the host location for the Canadian Premier League's 2020 season. [The Island Games](#) started on Thursday, August 13 with all eight (8) Canadian Premier League Clubs participating: HFX Wanderers FC, Atlético Ottawa, York9 FC, Forge FC, Valour FC, FC Edmonton, Cavalry FC and Pacific FC. All matches will be played at the University of Prince Edward Island (UPEI) Alumni Place Turf Field.

**About the Canadian Premier League:** [Canadian Premier League](#) (CPL) is Canada's professional men's soccer league that debuted on April 27, 2019. Headquartered in Toronto, ON, the Canadian Premier League features eight clubs from coast-to-coast. For updates and more information on the CPL, a league for Canadians by Canadians, visit [CanPL.ca](#). Connect with us on Twitter: [@CPLsoccer](#) and [#CanPL](#)

### About MEDIAPRO Group

MEDIAPRO Group is a leading global production, distribution and content creation group with 58 offices in 36 countries around the world. It operates a fleet of over 80 High Definition and 4K Outside Broadcast units and produces live coverage of more than 12,000 events around the world each year. The Group is currently



involved in the production of 17 national soccer leagues around the world, including Spain's LaLiga, France's Ligue1, the Belgian ProLeague, Liga Portugal, Mexico's LigaMX and the Canadian Premier League; it also produces events for the UEFA Champions League, FIFA World Cup, FIFA Confederations Cup, the Africa Cup of Nations, FIBA events, the Euroleague and Formula 1. MEDIAPRO reported annual revenues exceeding €1.8 billion in 2019.

Early in 2019, MEDIAPRO sealed a long-term partnership with Canadian Soccer Business for the worldwide media rights to the Canadian Premier League, the country's new first division soccer league; the Canadian Championship, Canada Soccer's highest domestic professional soccer competition, involving all professional soccer clubs in Canada; and the home games of Canada Soccer's Men's and Women's National Teams, and launched [Onesoccer](#), a dedicated soccer service available worldwide across all connected devices.

MEDIAPRO also manages the global media rights to Spain's LaLiga Santander and in 2018 was awarded a wide package of rights for the four seasons from 2020-21 to France's Ligue 1 and Ligue 2, where it has launched a 24/7 service, [Téléfoot](#), in partnership with commercial broadcaster TF1, to carry live coverage of league matches. The MEDIAPRO Group produces more than 15 TV channels worldwide, including several specialty sports channels.

[THE MEDIAPRO STUDIO](#), the Group's content creation, production and distribution arm, is also one of the most important creators of content in the world, with projects for HBO, Netflix, Amazon Prime Video, Turner, DirecTV, Movistar, FOX, Viacom and Televisa. Its productions have been recognized with various international accolades, highlighted by two Oscars, two Golden Globes, two Daytime Emmys and multiple Goyas.

[MEDIAPRO Canada](#) is a full-service company offering mobiles, air-packs, REMI capability, AutomaticTV automated sports production, crewing, studios and a complete rentals department from its Toronto, Canada headquarters. Its newly-expanded fleet of seven Outside Broadcast units includes Odyssey, the first mid-size 4 mobile in North America, and Alto, a 53' fully equipped expando mobile, capable of 14 cameras and 4 EVS systems. The Group entered the Canadian broadcast services market in April of 2019 as part of its global expansion drive.