

Full Rugby World Cup coverage

Two hundred and sixty million rugby fans worldwide are expected to follow the Rugby World Cup in France, 7 September to 20 October 2007, as 20 of the world's finest teams battle it out for the coveted title. SuperSport 1 will carry all the matches, the highlights and only rugby-related programming. "The Rugby World Cup is the biggest sporting event for SuperSport and Oracle this year," says Fahmeeda Cassim-Surtee of Oracle Airtime Sales. "As expected, demand for commercial airtime within the event is high."

For more, visit: <https://www.bizcommunity.com>