

Boxing for TV broadcast

By [Monwabisi Jimlongo](#)

4 Oct 2012

In what will be music to many a fight fan's ears, boxing could be shown on three local television stations.

Ngconde Balfour, the chairman of the board of Boxing South Africa, has revealed that his organisation is on the verge of clinching TV deals with the SABC, SuperSport and e.tv, which means more live boxing tournaments are on the cards at last.

BSA has already clinched a three-year deal worth R33m with the SABC.

Balfour said: "After spending some time negotiating for boxing to return to TV, I can confirm that we have accepted a deal with the SABC and we are very happy with it.

"The SABC board met and we will sign the deal either today or tomorrow."

SABC head of communications Kaizer Kganyago said: "I have been told that an agreement has been reached by the SABC and Boxing South Africa."

More promoters for SuperSport

SuperSport has, meanwhile, exclusively shown tournaments, which were promoted by Rodney Berman (Golden Gloves), Mzimasi Mnguni (Eyethu Promotions) and Pat Molefe (Rainbow Promotions), but Balfour said that is set to change as six more promoters will have their tournaments shown on the pay channel.

"We have spoken to SuperSport and the good news is that they are going to get more promoters on board.

"This means that we will have nine promoters, whose tournaments would be shown on SuperSport. We are going to decide where promoters will go where with their tournaments," Balfour said.

SuperSport communications manager Clinton van der Berg said: "There is no firm decision on the matter yet. We are in constant discussions with Boxing South Africa and some promoters regarding the matter."

On e.tv, Balfour said: "We have spoken to Monde Twala from e.tv and he has told us that they want to cover boxing on Friday nights.

Twala says he is busy looking at which slot to have boxing on e.tv.

"I will walk away from boxing as soon as all these deals are signed because I would have done what I was asked to do."

Twala, e.tv's channel head, was not available for comment.

Source: *Sowetan* via I-Net Bridge

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