

Free-to-air channel e.tv to broadcast the Telkom Charity Cup

Issued by [eMedia](#)

20 Jun 2007

e.tv has secured from Supersport the free-to-air rights to broadcast one of the country's most prestigious soccer tournaments, the Telkom Charity Cup. This year the annual Telkom Charity Cup will take place at the Mmabatho Stadium in the North West on Saturday, 4 August 2007.

This is the first time ever that the one-day soccer spectacular has been moved from Johannesburg since its inception in 1986. Bronwyn Keene-Young, e.tv Channel Director says that the channel was excited about the Cup event which is e.tv's first opportunity to broadcast PSL soccer.

"e.tv has always been keen to get involved in broadcasting local soccer," she says. "This is a perfect opportunity to be involved with such an important charity event and launch our involvement in the promotion of local soccer."

e.tv is currently in negotiations with Supersport regarding the free-to-air rights for league matches.

The tournament will be broadcast simultaneously live on Supersport and e.tv, giving all South Africans access to the soccer matches.

▪ **eExtra runs for the try line with new rugby programme** 21 May 2024

▪ **Young star shone brightly!** 8 May 2024

▪ **A newly bottled #KeldersVanGeheime is ready to be served!** 7 May 2024

▪ **OUTtv Proud shows its colours on eVOD** 29 Apr 2024

▪ **The court has decided!** 16 Apr 2024

[eMedia](#)



eMedia Investments is a South African-based media group with a number of core assets in the television and radio broadcasting sector.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

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