

StarTimes secures rights to Senegalese Ligue 1

StarTimes has bagged another exclusive deal for an African domestic league, this time in Senegal for the country's top tier, Ligue 1.



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The pay-television operator StarTimes has been trying to secure rights to a domestic league in a Francophone country for over two years, having previously attempted and failed to secure rights to the Cameroonian Elite One and the Cote d'Ivoire Ligue 1.

This long-term deal to the Senegalese Ligue 1 will run for 10 seasons, from 2018-19 to 2027-28. Furthermore, StarTimes has already acquired 10-season deals for domestic leagues in Ghana and Uganda.



StarTimes beams live African freestyle football competition

Yuveshen Darmalingum 17 Sep 2018



This new deal will allow StarTimes to expand its reach in Francophone Africa to compete against pay television operator Canal Plus which dominates the market.

Source: <http://nextvafrica.com/> .