

## New TV showcase to market Senegalese football

The Senegalese Professional Football League has just signed a 10-year partnership with the Chinese company StarTimes and will now be called StarTimes League 1 Senegal. It is a new showcase to sell the Senegalese football.



The information was made public during a press conference organized by Saer Seck, the president of the LSFP, “We have signed a 10-year partnership with StarTimes, which will increase the visibility of our championship and provide us with significant financial resources.”

With this new page that opens in the era of Senegalese football professionalism, the Senegalese sport must be able to hope for a dazzling rise.

The President of the Southern Club of Casa Sports, Seydou Sané, said, “The Senegalese championship does not sell a lot of players, in international standards. Today, with the arrival of these investors, we can hope for more visibility to our football.”

However, this agreement is already disputed by TNT Excaf, the exclusive operator of the national TNT bouquets, which, in a letter to the National Council for Audiovisual Regulation (CNRA), recalls that StarTimes had no legal basis to carry out activities of a pay television operator in Senegal

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