

Sony Sports Network signs three-year deal to telecast Hockey India League

~ Sony Sports Network's multi-channel, multi-language broadcast strategy aims to provide an immersive viewing experience for hockey enthusiasts across the country~

Press Release

New Delhi, December 13, 2024:

The highly anticipated Hockey India League (HIL) 2024-25 is set to reach millions of hockey fans across India and beyond, as Sony Sports Network (SSN) announces its comprehensive telecast plan for the upcoming season. Fans will be able to catch all the thrilling action live on Sony Sports Ten 1 (English), Sony Sports Ten 3 (Hindi), and Sony Sports Ten 4 (Tamil and Telugu) channels in both Standard Definition (SD) and High Definition (HD).

With the HIL 2024-25 scheduled to begin on 28th December 2024, Sony Sports Network's multi-channel, multi-language broadcast strategy aims to provide an immersive viewing experience for hockey enthusiasts, ensuring that the HIL is accessible to a diverse audience. By offering commentary in English, Hindi, Tamil, and Telugu, SSN aims to engage fans from different regions and make the sport more inclusive.

Sony Sports Network Broadcast Details for HIL 2024-25:

- Sony Sports Ten 1 – English (SD and HD)
- Sony Sports Ten 3 – Hindi (SD and HD)
- Sony Sports Ten 4 – Tamil and Telugu (SD and HD)

The tournament, which will take place in Rourkela and Ranchi, promises to be a spectacular event, featuring top Indian and international hockey stars across both the men's and women's leagues. The inclusion of Sony Sports Ten 4, broadcasting in Tamil and Telugu, marks a significant expansion of the league's reach, catering to the large fan bases in the southern regions of the country.

Comments:

Rajesh Kaul, Chief Revenue Officer - Distribution & International Business and Head - Sports Business, Sony Pictures Networks India:

“Hockey has gained significant popularity in India with the Indian team's success in consecutive Olympics contributed to the resurgence. At Sony Sports Network, we have always been committed to serving sports fans with a diverse sports portfolio for Indian fans. The inclusion of one of the world's premier franchise-based hockey leagues in our offerings will undoubtedly bring fans closer to the game. We are excited about this three season partnership and see it as a key step toward establishing ourselves as the 'Home of Hockey,' just as we have done with other major sports in our portfolio.”

Hockey India League (HIL) Governing committee chairperson Dr Dilip Tirkey:

“We are thrilled to partner with Sony Sports Network for the telecast of HIL 2024-25. Their expansive coverage across multiple channels and languages will ensure that fans from all corners of the country can enjoy the league. This season is poised to be bigger, better, bolder, and we are confident that Sony’s unmatched telecast capabilities will help take the excitement of Indian hockey to new heights.”

Hockey India League (HIL) governing committee member Bhola Nath Singh:

“Our focus has always been on promoting hockey to a wider audience, and this partnership with Sony Sports Network allows us to do just that. With their multilingual telecast plan, we are making the sport accessible to a larger audience, bringing them closer to the game. We believe this season will set a new benchmark in terms of viewership and fan engagement.”

For the latest updates from the world of sport, follow the Sony Sports Network on [Instagram](#), [Twitter](#), [Facebook](#) and subscribe to our [YouTube](#) channel.

About Culver Max Entertainment Private Limited (formerly known as Sony Pictures Networks India):

Sony Pictures Networks India is the consumer-facing identity of Culver Max Entertainment Private Limited (“The Company”) which is an indirect wholly owned subsidiary of Sony Group Corporation, Japan.

The Company has several channels including Sony Entertainment Television (SET and SET HD), one of India's leading Hindi general entertainment television channels; Sony SAB and Sony SAB HD the family-oriented Hindi comedy entertainment channels; Sony MAX, India's premium Hindi movies and special events channel; Sony MAX 2, another Hindi movie channel showcasing great India Cinema; Sony MAX HD, a high definition Hindi movie channel airing premium quality films; Sony WAH, the Hindi movies channel for rural markets; Sony PAL, a genre leader in rural Hindi speaking markets (HSM) showcasing the best of Hindi general entertainment and Hindi movies from its content library; Sony PIX and Sony PIX HD, Sony BBC Earth and Sony BBC Earth HD, the premium factual entertainment channels, Sony AATH, the Bangla entertainment channel; Sony YAY!, the kids entertainment channel; Sony Sports Network – Sony Sports Ten 1, Sony Sports Ten 1 HD, Sony Sports Ten 2, Sony Sports Ten 2 HD, Sony Sports Ten 3, Sony Sports Ten 3 HD; Sony Sports Ten 4, Sony Sports Ten 4 HD; Sony Sports Ten 5; Sony Sports Ten 5 HD; Sony Marathi, the Marathi general entertainment channel; Sony LIV - the digital entertainment VOD platform and Studio NEXT the independent production venture for original content and IPs for TV and digital media. The Company reaches out to over 700 million viewers in India and is available in 167 countries.

The Company is recognised as an employer of choice within and outside the media industry. It is a recipient of several awards, including India's Best Companies to Work For 2021 by the Great Place to Work® Institute, India, 'Aon Best Employers India' awards in recognition of the company's unique workplace culture and exceptional people practices, consistently ranking amongst India's Top 10 Companies with Best Health & Wellness Practices by SHRM & CGP Partners and listed by Working Mother & AVTAR as one of the 100 Best Companies for Women in India.

The Company is in its 30th year of operations in India. Besides having overseas subsidiaries, it has a subsidiary MSM-Worldwide Factual Media Private Limited, and an affiliate, Bangla Entertainment Private Limited in India.

For more information, log onto www.sonypicturesnetworks.com