

2,786 attend recently held sports entertainment's biggest industry event

26th Sportel: Asia, La Liga, the Olympic Channel

LOS ANGELES/MONACO, Oct 22, (RTRS): 2,786 attendees from 994 companies in 75 countries confirmed last week's Sportel as one of sports entertainment's biggest industry events mixing broadcasters, sport content right holders, federations and others orgs and a huge range of companies to the sector. Running Oct 12-15, and held at the Med-fac Grimaldi Forum, the 26th Sportel Monaco took in presentations, press conferences, and panels. At one, Spain's La Liga tabled its international rights sales ambitions to becoming one of the best-selling leagues in the biggest sport in the world.

Panels addressed a variety of topics. Examples: "How can sports win the battle against piracy"; and an enlightening presentation by Chinese Internet TV giant LeTV about its business model. Another panel examined "new strategies to engage audiences behind the launch of

the Olympic channel and the international federations."

A true phenom, China's LeTV has built a mixed strategy offering content on demand — Chinese and Indian so far — and plans expansion into English, -selling hardware -VR headset, dubbed LeVR Cool 1 and cells — and cinema production via Le Vision Pictures (LEVP). Last year LeTV online video services as well as the sale of its smart TVs generated \$1.6 billion in revenue. Talking about rights, LeTV's VP of strategy Hang Yu forecast at Sportel that "more Internet giants will be beating traditional operators".

Budgeted at \$490 million, the Olympic channel will bow in 2016 on mobile platforms. Its extension to linear platforms are to be negotiated. Vincent Chupin, chief commercial integration officer for the International Olympic Committee (IOC), said at Sportel that the channel's

aim is not to compete with other broadcaster-owners of the rights. The Olympic channel will broadcast "three types of content: Olympic qualifiers, original programs about sport and news produced mainly by press agencies." 365 days a year featuring sport content and Olympic values. The sales and distribution division will be located in Lausanne, Switzerland, the site of the IOC's main offices. Technical production division will be based in Madrid staffing up with about 100 employees, said Mark Parkman, channel CEO, IOC.



Di Fede

Sportel's Amparo di Fede has run the

sports confab for 20 years as is CEO. Before that, Di Fede worked in events communication and organization from her own communication agency. She talked to Variety as Sportel continued to prepare its next events, the first in Singapore running March 14-17.

Question: Are you satisfied with figures, attendance?

Answer: Very much. We hit a record this year with new companies and new exhibitors. We were sold out one month before the event which is very good for us. Next year, we have to expand exhibition space because as of today we are up to the limit in terms of room.

Q: After 26 years of activity, what are Sportel's current goals?

A: Our goal is to put together distributors and broadcasters and sellers for media rights. To bring together all kind of activities around sport as well as key players such as sport international federations,

agents, producers. The event's main business is buying and selling TV rights.

Q: Are many deals closed at Sportel?

A: This is very difficult to say, as these are very big which take a long time to negotiate. The most important thing for us is to build a framework which brings together executives. We don't know exactly the business figures.

Q: What have been the highlights for this year?

A: The Asian market has been certainly one of the highlights. LeTV strategy's presentation has been a main focus. The Asian market is growing very quickly. This year 13 Asian executives have attended Sportel, last year just 5. And also Olympic Channel conference — much-awaited and a clarifier.

Q: Would you see any palpable trends in terms of sport content rights selling? All kind of online platforms are getting bigger and bigger

A: Well... the last ten years have been spectacular. In China, no one - I am talking about young people - watches sports on TV but through Internet. In old Europe, it is still different.

Q: 4K is now knocking at the door in Europe...

A: 4K is expensive at the moment. I am not sure it will keep going forward. In China online consumer habits are different. And in Africa, people consume sports content with their mobile via satellite. They do not have electricity so they connect to satellite. Depending on the continent things are different.

Q: How can Sportel keep growing?

A: We have to follow the development of technology as have until now and see where the market is. This is a key point. We decided to go to Singapore next year because we asked exhibitors where the market and business were and where they wanted to go. So we're going to Asia in March.

Ton-up Misbah anchors Pakistan in second Test

Poms fail to dislodge Misbah-Shafiq partnership

DUBAI, Oct 22, (AFP): Misbah-ul-Haq hit a brilliant century to help Pakistan post a respectable 282-4 on the opening day of the second Test against England in Dubai on Thursday.

Pakistan's Test skipper held the innings together with an unbeaten 102 for his ninth century and, with him, Asad Shafiq was 46 not out after Pakistan won the toss and opted to bat on a brownish-green pitch which is expected to turn as the game progresses.

Misbah added 93 with Younis Khan (56) and another 104 for the unbroken fifth wicket stand with Shafiq as Pakistan aim for a big score to force a lead in the three-match series.

The first Test ended in a draw in Abu Dhabi last week. Misbah, who hinted at retirement from international cricket after this series, hit two sixes in spinner Moeen Ali's final over of the day and then reverse-swept for two to complete his hundred off 190 balls.

In all he has hit eight fours and five sixes during his 192-ball innings.

Shafiq, who survived a run-out when on 12 and a reviewed lbw appeal on 31, shaped up well during his 93-ball knock, hitting six fours.

England did take the second new ball after 83 overs with Pakistan on 247-4 but failed to dislodge the Misbah-Shafiq partnership.

Head coach Waqar Younis praised Misbah.

Pakistan lost Younis in the third over after tea, caught off a lazy-looking leg-side glance off seamer Mark Wood.

Younis hit four fours during his 115-ball innings and became the 14th highest run-scorer in all Test cricket, surpassing England's Graham Gooch, who made 8,900 in 118 Tests.

Younis now has 8,953 runs from 103 Tests.

Masood also fell, to the first ball after lunch, as he edged paceman James Anderson to wicketkeeper Jos Butler and unsuccessfully reviewed the decision.

CRICKET

With the wicket, Anderson now leapfrogs Indian spinner Harbhajan Singh (417 wickets) in all time wicket-taker's list with 418. He is now ninth in the highest wicket-takers list in Tests.

Pakistan had lost opener Mohammad Hafeez (19) and Shoaib Malik (two) in the first session.

England introduced spinner Ali as early as the seventh over.

Hafeez struck a boundary off the first ball of Ali's fifth over but was caught bat-and-pad by Jonny Bairstow at short leg off the very next delivery.

Malik, who scored a brilliant 245 in the first Test, lasted just nine balls before playing a short-pitched Ben Stokes delivery into the hands of Bairstow, who caught it at the second attempt.

Pakistan were boosted by the return of leg-spinner Yasir Shah, who missed the first Test with a back problem, replacing paceman Rahat Ali. England were unchanged from the first Test.

The third and final Test will be played in Sharjah from Nov 1.

Scoreboard

PAKISTAN 1st innings
 Mohammad Hafeez c Bairstow b Ali19
 Shan Masood c Butler b Anderson54
 Shoaib Malik c Bairstow b Stokes2
 Younis Khan c Butler b Wood56
 Misbah-ul-Haq not out102
 Asad Shafiq not out46
 Extras: (lb2, w1)3
 Total: (for four wkts; 90 overs)292
 To bat: Sarfaraz Ahmed, Wahab Riaz, Yasir Shah, Zulfiqar Babar, Mohammad Imran

Fall of wickets: 1-51 (Hafeez), 2-58 (Malik), 3-85 (Masood), 4-178 (Younis)
 Bowling: Anderson 16-5-33-1, Broad 13-2-36-0, Ali 20-3-82-1, Wood 14-6-26-1, Stokes 14-3-43-1 (1w), Rashid 13-1-60-0

England: Alastair Cook (capt), Moeen Ali, James Anderson, Jonny Bairstow, Ian Bell, Stuart Broad, Jos Buttler, Adil Rashid, Joe Root, Ben Stokes, Mark Wood
 Toss: Pakistan
 Umpires: Paul Reiffel (AUS) and Bruce Oxenford (AUS)
 TV umpire: Chris Gaffaney (NZL)



Pakistan's Shan Masood plays a shot during the first day of the second Test cricket match between Pakistan and England in Dubai on Oct 22. (AFP)

Best of the Rest

Rapids beat Sporting: Sporting Kansas City's playoff ambitions took a blow when the hosts were beaten 2-0 by out-of-contention Colorado on Wednesday.

Colorado, coming off six games without a win and a distant last in Major League Soccer's Western Conference, got late goals from Dillon Powers and Marcelo Sarvas.

Having not won at Sporting in 13 years, the Rapids went ahead when Powers chipped the goalkeeper at the end of a counter attack in the 78th minute and, despite being reduced to 10 men, Colorado doubled the lead when Sarvas powered in a shot on another breakaway in the 86th. (AP)

Cole signs for Celtic: Scottish champions Celtic on Thursday announced the signing of former Chelsea and West Ham striker Carlton Cole. The 32-year-old has signed a contract until the end of next season following a successful trial spell at Parkhead.

Cole was released by West Ham in the summer after netting three goals in 26 appearances last season.

In all he has scored 85 goals in 384 games in England, most of which came during almost nine years at Upton Park. He also won seven England caps. (AFP)

2 semi-finals halted: Both semi-finals of the Brazilian Cup were halted within minutes of the kick off on Wednesday, one because the two teams wore similar playing strips and the other because the floodlights failed.

At the Maracana stadium in Rio, home side Fluminense wore their traditional red, white and green stripes while Palmeiras used an all grey strip.

The clash bothered players and fans and with just seven minutes on the clock, the Palmeiras players changed into a white shirt at the side of the pitch. (RTRS)

Saeed dies of brain 'tumour'

ISLAMABAD, Oct 22, (AFP): Former Pakistan cricket team manager Yawar Saeed, who held the post during the 2010 England tour when the team was hit by a spot-fixing scandal, has died of a brain tumour, his family said Thursday.

Saeed, 80, was the son of Pakistan's first-ever captain Mian Mohammad Saeed, who led the country in their unofficial Test in 1948, and the brother-in-law of former captain and paceman Fazal Mahmood, who played 34 Tests.

But he was best known for his role as team manager during the spot-fixing scandal, when three Pakistani players — Salman Butt, Mohammad Asif and Mohammad Amir — were charged with accepting money for bowling deliberate no-balls during the Lord's Test against England.

All three players were banned for five years by the International Cricket Council and spent six months in jail in Britain.

Saeed, who also served as the Pakistan Cricket Board (PCB) chief operating officer in 2003, described the episode as the worst of his career as an official.



West Indies cricketer Jerome Taylor successfully appeals for a Leg Before Wicket (LBW) decision against Sri Lankan cricketer Rangana Herath (right) during the first day of their second Test cricket match between Sri Lanka and the West Indies at the P. Sara Oval Cricket Stadium in Colombo on Oct 22. (AFP)



(Top and above): Action shots taken from the event.

13th GCC shooting competitions intensify

His Highness the Crown Prince Sheikh Nawaf Al-Ahmad Al-Jaber Al-Sabah 13th GCC Shooting Championship has become intense with the participants entering the final stages. About 200 shooters from all GCC countries are participating in this championship, which is being held at the Sabah Al-Ahmad Olympic Shooting Complex.

Several gold medals will be awarded on Friday particularly for the 10-meter gun and rifle shooting competitions and 50-meter rifle competition for women.

Strong competition in the trap and

skeet shooting (75 shots) rounds for both men and women are anticipated on Saturday morning. On Saturday afternoon, a practice session for the 50-meter gun shooting for men will be held as well as the qualifying rounds for the Olympic archery competition. A ceremony to honor the winners will be held on Saturday evening at 5:00 pm.

Meanwhile, the Italian coach of Qatar team and former World Cup winner Roberto Scalzone affirmed that the chances of winning medals for his men's team are strong in the finals, which are due on Saturday. He stressed that the GCC

Shooting Championship is regarded as a serious preparation method for the upcoming Asian Shooting Championship, the winners of which will qualify for the 2016 Rio de Janeiro Olympics in Brazil.

In addition, the Manager of Bahrain's national shooting team Ibrahim Ali affirmed that the Bahrain Shooting Association is always keen about participating in the GCC competitions and every other competition organized by the State of Kuwait due to the level of preparations, professionalism and competitions witnessed in such championships.

Visitors up hopes of series-saving victory

Windies Warrican halts Sri Lanka

COLOMBO, Oct 22, (AFP): West Indies debutant Jomel Warrican took four wickets to bundle Sri Lanka out for 200 on day one of the second Test Thursday, raising hopes of a series-saving victory for the visitors.

The 23-year-old spinner, who received his Test cap from the legendary Sir Garfield Sobers, grabbed 4 for 67 off 20 overs after Sri Lanka won the toss and chose to bat at the P Sara Stadium in Colombo.

Warrican said he could not have asked for a better start to his Test career. He was inspired by Sobers, the 79-year-old regarded by many as the game's best-ever all-rounder, who told him: "You have many games to come."

The newcomer was modest about his own efforts. "I thought the performance was average. It could have been better, but four-for (67) is a very good start for me."

Sri Lanka's top scorer Milinda Siriwardana (68) said he was disappointed with the team's performance, but hoped they could dismiss the visitors for under 200 on Friday.

"Our spinners Rangana and Dilruwan, I am sure will bowl the West Indies out below our total," Siriwardana said.

Bad light stopped play when the visitors were 17-1 off 5.2 overs in their quest for the first West Indian Test win on Sri Lankan soil.

They lost Shai Hope lbw to Dhammika Prasad in the first over for just four. With Kraigg Brathwaite (four not out) was nightwatchman Devendra Bishoo on five.

Warrican took the scalps of Siriwardana and tailenders Dhammika Prasad and Nuwan Pradeep, as the hosts slid from 145 for 6 at tea to be all out in just 66 overs. He also dismissed Kusal Perera for 16.

Siriwardana, playing only his second Test, was caught deep on the boundary trying to hit Warrican for his third six.

Sri Lanka vs West Indies Scoreboard

COLOMBO, Oct 22, (AFP): Scores on the opening day of the second cricket Test between Sri Lanka and West Indies at the P Sara Stadium in Colombo Thursday:

SRI LANKA 1st Innings
 Dimuth Karunaratne lbw b Holder13
 Kaushal Silva c Ramdin b Taylor0
 Kusal Mendis c Ramdin b Roach13
 Dinesh Chandimal b Taylor25
 A. Mathews c Brathwaite b Holder14
 M. Siriwardana c Taylor b Warrican68
 Kusal Janith Perera ct & b Warrican16
 Dilruwan Perera st Ramdin b Bishoo5
 Rangana Herath not out26
 D. Prasad c Ramdin b Warrican7
 Nuwan Pradeep lbw Warrican0
 Extras (b10 lb 3)13
 Total (66 overs)200
 Fall of wicket: 1-1 (Silva), 2-34 (Karunaratne), 3-34 (Mendis), 4-59 (Mathews), 5-90 (Chandimal), 6-127 (K Perera), 7-149 (D Perera), 8-173 (Siriwardana), 9-200 (Prasad), 10-200

(Pradeep)
 Bowling: Taylor 15-2-50-2, Roach 12-4-30-1, Holder 11-1-22-2, Warrican 20-2-67-4, Bishoo 8-0-18-1

WEST INDIES 1st Innings
 Kraigg Brathwaite not out4
 Shai Hope lbw b Prasad4
 Devendra Bishoo not out5
 Extras (lb2 w1 nb1)4
 Total: 1 wicket (5.2 overs)17
 Fall of wicket: 1-7 (Hope)

To bat: Darren Bravo, Marlon Samuels, Jermaine Blackwood, Denesh Ramdin, Jason Holder, Jerome Taylor, Kemar Roach, Jomel Warrican
 Bowling:
 Prasad 3-0-9-1, Pradeep 1-0-5-0, Herath 1-2-0-1-0
 Toss: Sri Lanka
 Umpires: Shane Fry (AUS) and Rod Tucker (AUS)
 TV umpire: Marais Erasmus (RSA)
 Match referee: David Boon (AUS)

He struck six fours in his maiden Test 50.

Rangana Herath, who was 26 not out, was the next-highest scorer.

Sri Lanka won the first Test in Galle by an innings.

But the hosts suffered an early collapse on Thursday, losing four wickets before lunch and another two before tea.

The visitors savoured early success when Jerome Taylor had opener Kaushal Silva caught behind off the fourth ball for a duck.

Umpire Rod Tucker was forced to reverse his initial decision of not out after the West Indies captain Jason Holder called for a review.

Opener Dimuth Karunaratne, who scored 184 in the first Test, looked shaky from the start and was next to fall, followed by series debutant Kusal Mendis.

After a fourth review, captain Angelo Mathews was also given out, caught by

Kraigg Brathwaite at second slip off Holder for 14.

In the afternoon session Dinesh Chandimal, whose century had helped Sri Lanka to victory in the first Test, was clean-bowled by Taylor for 25. Kusal Perera was caught and bowled by Warrican for 16.

The West Indies have not found Sri Lanka a happy hunting ground since they played their first official Test on the island in 1993.

Now they are next to bottom — above only Bangladesh — in the league table of regular Test-playing nations while Sri Lanka are one notch above them in seventh place.

Sri Lanka are going through a rebuilding phase after the recent retirements of star batsmen Kumar Sangakkara and Mahela Jayawardene. But they were still far too strong for the visitors in Galle.