

Table 1: The Escalating Value of Television Rights for Indian Cricket (home matches of the national team)

Years	Broadcaster	Value (US\$ millions)
1995-1999	ESPN-Star Sports	30
1999 -2005 ¹	Prasar Bharati	54
2006 -2010	Nimbus Communications	612
2010-2014 ²	Nimbus Communications	436
2012-2018	Star India (Star Sports)	750

Sources: (Haigh, 2011; Sharma, 2011; Emmett, 2012)

¹ The original deal was scheduled to last until 2004, but was extended by one year, due to an ongoing legal dispute between Zee TV, Star and the BCCI over the award of the next rights package.

² This deal was terminated by the BCCI in December 2011 following alleged non-payment by Nimbus Communications.

Table 2: India: Sporting Events of National Importance

Sport	Events
Cricket	<ul style="list-style-type: none">- All official One-Day and Twenty-20 matches played by the Indian Men's Cricket Team and Such Test matches as are considered to be of high public interest by the Central Government.- Semi-finals and finals of Men's World Cup and International Cricket Council Championship Trophy.
Multi-sport events	<ul style="list-style-type: none">- Summer Olympics- Commonwealth Games- Asian Games- Special Olympics- Paralympics
Tennis	<ul style="list-style-type: none">- Davis Cup - All matches featuring India.- Grand Slam Tournaments - Finals of Men's Singles, Women's singles and all matches featuring Indian player from quarterfinals onwards.- Grand Slam Tournaments - All such matches featuring Indian player in Men's doubles, Women's doubles or mixed doubles, from quarter finals onwards.
Hockey	<ul style="list-style-type: none">- World Cup - All matches featuring India and semi-finals and finals.- Champions Trophy - All matches featuring India and finals.- Indira Gandhi Gold for Women - Semi-finals and finals.
Football	<ul style="list-style-type: none">- World Cup - Opening match, semi-finals and finals.- Asia Cup - All matches featuring India and semi-finals and finals.- Santosh Trophy - Semi-finals and finals.

Sources: (MIB, 2007; MIB, 2008)

Table 3: South Africa: National Sporting Events

Sport	Events
Multi-sport events	<ul style="list-style-type: none">- Summer Olympics- Paralympics- Commonwealth Games- All Africa Games
Soccer	<ul style="list-style-type: none">- All matches involving the national team that are part of ‘a confederation sporting event’ (i.e. not ‘friendly matches’).- FIFA World Cup - all matches involving the national team, the opening game, semi-final and final.- African Cup of Nation – all matches involving the national team, the opening game, semi-final and final.- COSAFA Cup - all matches involving the national team and the final- CAF Champions League final- CAF Confederations Cup final- Telkom Charity Cup – semi finals and final- MTN Supa 8 Cup - semi finals and final- Telkom Knockout - semi finals and final- Nedbank Cup - semi finals and final
Rugby	<ul style="list-style-type: none">- All matches involving the national team that are part of ‘a confederation sporting event’- IRB Rugby World Cup – all matches involving the national team, the opening game, semi-final and final.- Super 14 Rugby – matches involving a South African team and the final.- Currie Cup - semi finals and final

Cricket	<ul style="list-style-type: none"> - All matches involving the national team that are part of ‘a confederation sporting event’ - ICC Cricket World Cup - all matches involving the national team, the opening game, semi-final and final. - ICC T20 Cricket World Championships - MTN 40 - semi finals and final
Athletics	<ul style="list-style-type: none"> - Comrades Marathon - Two Oceans Marathon
Boxing	International Boxing Federations (championship fights involving a South African).

Sources: (ICASA, 2010a; ICASA 2010b).