

YouTube to stream IPL cricket live: Google

January 20 2010



Commissioner of the Indian Premier League (IPL), Lalit Modi (R) and co-owner of 'Rajasthan Royals' Shilpa Shetty arrive for a press conference in Mumbai on January 19. Internet giant Google said Wednesday it would stream all the upcoming Indian Premier League (IPL) cricket matches live via its YouTube videosharing website.

Google announced Wednesday its videosharing website YouTube will stream all Indian Premier League cricket matches live in a deal that highlights the Internet giant's broadcasting ambitions.

The third season of the lucrative IPL, which features the world's top players in eight teams owned by rich businessmen and Bollywood stars, will be held in March and April this year.

Under the terms of the agreement, [Google](#) will have exclusive online rights for IPL content for two years, and Google and IPL will jointly share revenues from sponsorship and advertising.

The deal is the first under which Google will stream a sports event live.

"We are excited, this will put India at the centre of a global experience," said Shailesh Rao, managing director of Google India.

"YouTube offers an [open platform](#) for sports and entertainment companies to take their content to a global audience and a great opportunity for advertisers."

Google and IPL officials declined to comment on finances of the deal.

"This unique initiative by IPL to partner Google India will give the league a global reach," Lalit Modi, chairman of the IPL, said in a statement.

Contrasting with censorship and [cyberattack](#) disputes they face in China, Google officials are confident of business growth in India.

"[YouTube](#) in India is one of the fastest growing websites. India cannot be compared to China," Gautam Anand, YouTube's Asia Pacific director for content partnerships, told AFP.

"India's most popular business platforms are entertainment and sports, which means Bollywood and [cricket](#). This is where Google will strengthen its position further," Anand said.

Viewers will be able to customise their screens by altering camera angles, going behind-the-scenes and choosing when to watch interviews.

The IPL has been so popular that India's Bollywood cinema producers have been forced to delay release of their movies and theatres forced to cut down shows when the matches are being played.

Last year, the second season of IPL was moved to South Africa due to security concerns as tournament dates clashed with Indian general elections.

(c) 2010 AFP

Citation: YouTube to stream IPL cricket live: Google (2010, January 20) retrieved 20 May 2024 from <https://phys.org/news/2010-01-youtube-stream-ipl-cricket-google.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.