

ESPN enters the Premier League but future of Setanta still unclear – DigitalChoices.co.uk comments

Submitted by: DigitalChoices.co.uk

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Michael Phillips, product director said:

“It’s good news that an established sporting broadcaster like ESPN has secured Setanta’s forfeited Premier League rights for next season and the three years thereafter.”

“Whilst a company with ESPN’s financial firepower should bode well for opening up competition and choice for sport on digital TV (<http://www.DigitalChoices.co.uk>), you do have to remember that Sky has secured 115 out of 138 Premiership games from 2010 to 2013.”

“ESPN will want to secure carriage on as many digital TV platforms as possible to maximise the audience they can reach and the revenue they can generate. This bodes well for consumers.”

“It will be interesting to see how the 46 matches are marketed and priced – clearly Setanta got this wrong, given the lack of demand for their services.”

“The question of Setanta’s future – and that of the other sports rights they own and broadcast – still remains an unknown. Their website was this afternoon displaying what is arguably an unrealistically upbeat message to existing and new subscribers.”

“Setanta Sports subscribers should get in touch with them using the customer services number on their site. Those customers receiving Setanta Sports through a different platform (for example, Virgin Media (<http://www.digitalchoices.co.uk/article.asp?id=virgin-media-supplier-review>)), would need to speak directly to their provider to understand what refunds or alternative channel packages might be on offer to them.”

About DigitalChoices.co.uk (<http://www.DigitalChoices.co.uk>)

DigitalChoices.co.uk was launched in 2005 and is one of the UK’s leading comparison services for digital TV.

We offer comprehensive and impartial advice on digital TV and bundled packages (digital TV with broadband and home phone).

The DigitalChoices.co.uk calculator compares hundreds of different combinations of packages and provides results in a clear, intuitive table where users can rank and compare services according to their individual needs.

At DigitalChoices.co.uk we help our users make the right choice of provider and get the most from their digital TV service.

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