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## Pakistan's Broadcasters Struggle to Secure Asia Cup TV Rights Amid High Costs

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Pakistan's cricket fans face potential blackout as local broadcasters fail to secure television rights for the upcoming Asia Cup tournaments. With Sony India demanding \$12 million for broadcast rights and Pakistani channels unwilling to meet the price, negotiations have stalled, potentially leaving millions without access to one of cricket's premier regional competitions.

The Asian Cricket Council's (ACC) eight-year, \$170 million media rights deal with Sony India includes four men's and four women's Asia Cups through 2031. While digital rights for Pakistan have reportedly been finalized, traditional broadcast rights remain in limbo. Industry sources reveal Pakistani networks consider the \$12 million asking price unsustainable given current market conditions, with advertising revenues unable to justify such investments. "The math simply doesn't work at that price point," commented a senior executive at a leading sports channel, speaking on condition of anonymity.



Three major Pakistani broadcasters are exploring a consortium model to collectively acquire the rights, mirroring approaches used in other cricket markets. This cooperative strategy could make the deal viable by spreading costs across multiple platforms. However, should negotiations fail, Pakistan risks joining the growing list of cricket nations where exclusive paywall models displace free-to-air broadcasts potentially shrinking the sport's audience base. The situation highlights the commercial challenges facing cricket broadcasting in non-Indian subcontinent markets, where media valuations struggle to match the region's cricket economy.

As the clock ticks toward the tournament, the impasse raises broader questions about cricket's revenue distribution model. With India generating 65% of ACC's media income, Pakistan's 25% share appears disproportionate to its viewership numbers. This standoff may force cricket administrators to reconsider how they package and price broadcast rights for developing markets, ensuring the sport remains accessible while maintaining commercial viability. The outcome will test

whether cricket's governance can balance profitability with growing the game across all Asian market

