

## Indian Premier League to be shown live on YouTube

**Internet search giant Google has announced it will stream all Indian Premier League cricket matches live via its YouTube video-sharing website.**

Under the terms of the agreement, Google will have exclusive online rights over the contents for two years.

Both Google and the Indian Premier League (IPL) will share revenues from sponsorships and advertising jointly.

Google says it is the first time that it is live streaming a cricket tournament, which starts on 12 March.

"We are thrilled to have the IPL as our global partner," said Shailesh Rao, a senior manager 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."

The third edition of the popular T20 tournament, featuring the world's top players in eight teams owned by rich businessmen and Bollywood stars, has attracted much media attention.

On Tuesday, auctions to secure players' services were held in Mumbai (Bombay) with West Indies all-rounder Kieron Pollard and New Zealand paceman Shane Bond both attracting the highest bids, which were in excess of \$750,000.

"This unique initiative by IPL to partner Google India will give the league a global reach on a single distribution platform," IPL Chairman Lalit Modi said.



Kieron Pollard's skills will be on display for free