

05 APR 1996

Sukom-broadcast

SUKOM SIGNS BROADCAST DEALS WITH ABC RADIO AND TVNZ

KUALA LUMPUR, April 5 (Bernama) -- Sukom Ninety Eight Berhad recently signed broadcast deals with Television New Zealand (TVNZ) and ABC Radio for undisclosed sums for the 16th Commonwealth Games to be held in Malaysia in 1998.

TVNZ will also play another key role in the sports extravaganza, dubbed Kuala Lumpur '98 Games, because it has been appointed consultant to host broadcaster Radio Television Malaysia (RTM).

The contract between Sukom and TVNZ was sealed between Sukom executive chairman Jen (R) Tan Sri Hashim Ali and TVNZ group chief executive Chris Anderson in Auckland on March 28, said a Sukom official.

It grants TVNZ rights for New Zealand and the entire Pacific islands.

The appointment of TVNZ as consultant was signed earlier in the week in the Kiwi capital in the presence of Prime Minister Datuk Seri Dr Mahathir Mohamad and his New Zealand counterpart, Jim Bolger.

ABC Radio will hold rights for the island continent and Papua New Guinea under its agreement signed between Hashim and ABC Radio chief Peter Loxton in Sydney on March 29.

The television rights for Down Under were purchased by Nine Network last October.

The three agreements are expected to contribute significantly to Sukom's target of securing RM75 million from broadcasting rights for the Games which is predicted to cost RM300 million.

The Games is expected to draw higher ratings due to the debut of team sports

-- hockey, rugby, cricket and netball -- in which several Commonwealth countries are considered world contenders. -- Bernama

TCL RM