

Bolstering sport participation in Africa

SuperSport starts broadcasting Ethiopian Premier League

African content in sports broadcasting received an additional boost with the launch of SuperSport's dedicated channel for the Ethiopian Premier League.

Named 'SuperSport Liyu', this new SuperSport channel dedicated to Ethiopian football reaffirms MultiChoice Group's commitment to investing in Ethiopia and in African broadcasting content.

"SuperSport is excited to have forged a beneficial partnership with the league. The signs are evident that Ethiopian football is vibrant and enjoys ample support from the length and breadth of the country. Non-live programming has many virtues, but nothing compares to live action, such as the Ethiopian Premier League with its dynamic play, famous players, and relentless energy. We are thrilled to work in harness with the league and to work together on nourishing the new channel and making it something we can all be proud of," says SuperSport Chief Executive Marc Jury.

As African football fans get a taste of the Ethiopian flavour in football, the country's players and coaches are gaining the opportunity to showcase their abilities on the international stage through the SuperSport channel. The Ethiopian League is beginning to grow stature in African football, with players from African countries such as Côte d'Ivoire and Ghana signing up for Ethiopian Premier League clubs. The country also qualified for the 2022 African Cup of Nations, one of the continent's leading tournaments. Although Ethiopia did not proceed beyond the group stage, matches against formidable opponents such as Cameroon were invaluable lessons.

