

MARKET ANNOUNCEMENT

For immediate release

Fiji TV to Broadcast 2019/20 Italian Football League (Serie A) Live & Exclusive

14th August 2019, Suva, Fiji – Fiji Television Limited today announced that it has signed an exclusive agreement with International Media Group to be Fiji's Official Television Broadcaster of Serie A 2019-20 season.

The 2019–20 Serie A will be the 118th season of top-tier Italian football, the 88th in a round-robin tournament, and the 10th since its organization under its own league committee, the Lega Serie A. Serie A is a professional league competition for football clubs located at the top of the Italian football league system and the winner is awarded the Scudetto and the Coppa Campioni d'Italia. Serie A is regarded as one of the best football leagues in the world and it is often depicted as the most tactical national league. The league hosts three of the world's most famous clubs as Juventus, Milan and Internazionale, all founding members of the G-14, a group which represented the largest and most prestigious European football clubs from 2000 to 2008, being the first two cited also founding members of its successive organization, European Club Association (ECA).

During the season, which runs from August to May, each club plays each of the other teams twice; once at home and once away, totaling 38 games for each team by the end of the season. Thus, in Italian football a true round-robin format is used. In the first half of the season, called the *andata*, each team plays once against each league opponent, for a total of 19 games. In the second half of the season, called the *ritorno*, the teams play in exactly the same order that they did in the first half of the season, the only difference being that home and away situations are switched. Since the 1994–95 season, teams are awarded three points for a win, one point for a draw and no points for a loss.

Juventus are the defending champions for the last season. The 2019-20 season is scheduled to run from 25th August 2019 to 25th May 2020.

Fiji TV Chief Executive Officer, Karen Lobendahn said that given the growing interest in football across the country, it was an opportune time for Fiji TV to bring to its screens one of the top ranked football league competition around the world. This is the first time people of Fiji will view Serie A and will be able to watch their favourite world class players from around the world. Fans will have the pleasure of watching this event LIVE & FREE on Fiji One and Channel 2.



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