

YouTube to broadcast La Liga matches in Africa

YouTube will provide live English commentary from this season's LaLiga1|2|3 matches in over 155 countries.



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The region's covered in the deal include major markets in Africa, Asia, Europe and the Americas, with all content provided via geolocation. The broadcasts, which are due to begin from this week, will provide a significant increase in coverage of LaLiga1|2|3, offering thousands of Spanish football fans around the world the chance to follow their favourite teams for free.

In addition to broadcasting the 11 matches from each game week, a 50-minute highlights programme will also be available to provide a summary of the major events from each match day.

According to, Melcior Soler, director of the LaLiga Audiovisual department, "The way we consume live sports is being changed by a new generation of online broadcasters, and we are committed to using such channels to extend the appeal of our competitions. This move will strengthen the LaLiga 1|2|3 by bringing to an entirely new global audience, in a format that we think will really appeal to the viewer."

LaLiga is continuing to grow its digital environments, having signed a landmark agreement with Facebook in 2018 to broadcast every LaLiga Santander match via the social media network in eight south-east Asian countries. In 2018, it increased its social media following to over 65 million, and agreed an OTT broadcast platform together with the Association for Spanish Professional Leagues.

Source: NexTVAfrica.com.