

Marketing the African Cup of Nations in Nigeria

Hotspots Media Group, in partnership with the Nigerian Television Authority will market the African Cup of Nations (CAN), while broadcasting the competition, in Nigeria.



Image source: Gallo/Getty.

Taye Ige, the CEO of Hotspots Media Group, said he was delighted that the authorities had chosen his company. “We will deploy all our technical skills, but also in the field of marketing, acquired over the years to offer Nigerian fans beautiful game and a fulfilling CAN,” he said.

The unencrypted broadcast rights held by the UAR are exploited by the national broadcasters in each of their countries. This is a part of these rights that have been transferred by the Nigerian authorities to Hotspots Media Group.

Source: NexTVAfrica.com.

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