



Attention: Sports Desk

Ref: For Immediate Release

Nairobi, Thursday 25th, March 2021...One of cricket's most hotly anticipated new T20 competitions – the Dafabet African Premier League (APL) – kicked off today, and is being played in Nairobi's ICC-accredited Ruaraka Sports Club from March 25 to April 10 and will feature 33 live matches.

It will be shown exclusively to UK viewers through revolutionary sports broadcasting platform Recast while viewers outside the UK can catch the live match on YouTube and Facebook Live from the comfort of their homes on Madgoat TV - a premier full HD online sports and entertainment broadcasting channel in Kenya (Links below).

The inaugural competition will prove a showcase for the best emerging talent in Kenyan cricket, with T20 specialists from other African nations, also taking part. It will also provide more cricket action for UK fans following the conclusion of the England vs India test series, and fit neatly around T20 matches between the two countries.

Teams contesting the league are Mombasa Rhinos, Eldoret Elephants, Nairobi Lions, Kisumu Pythons, Nakuru Leopards and Thika Hippos.

The APL is run by the NPCA (Nairobi Provincial Cricket Association) in partnership with India-based production company Dreamcatchers and organizers are delighted UK audiences will be able to tune in and enjoy the action.

Puneet Gautam, Dreamcatchers Director, said: "This is a tremendous story for the APL. It is a privilege to be the first, full tournament, broadcast live by Recast.

"The team at Dreamcatchers are excited to join Recast, which we believe is the perfect platform to give a UK audience direct, unrestricted, and affordable access, to watch the inaugural APL."

“This is a partnership that extends far beyond the inaugural event. We are very much looking forward to working together to grow the League and build a fanbase both here in Africa and across other markets.”

Andy Meikle, Founder and CEO at Recast, said: “The APL is an exciting competition with both ambitious plans and significant potential, we’re therefore delighted to bring it exclusively to a cricket-loving, UK-wide audience.

“We’re seeing significant changes across the industry of sport and the reality is that the vast majority of rights’ holders don’t have lucrative broadcast deals in every territory worldwide. This is a perfect example of how Recast provides rights’ holders with a means of taking their content directly to the consumer without any costs to them, whilst maximizing reach and revenue generation for the sport.”

Viewers that watch the APL matches on Recast will also have the chance to win a slice of sporting history. Every viewer will be entered into a draw to win digital moments from the series including the first ball, first boundary, and first wicket, and will be authenticated with a Non-Fungible Token (NFT).

Yesterday, Wednesday, 24th March there was a press conference at the grounds of the tournament with the Nairobi Provincial Cricket Association officials to brief the media on the tournament details.

The League will be organized and played as per the international rules set by the International Cricket Council and NPCA will appoint all officiating personnel for the League. NPCA is the Affiliate of Cricket Kenya, responsible for cricketing activities in the City of Nairobi.

Due to the ongoing COVID19 pandemic, a comprehensive set of rules and protocols have been laid down by the Association. There shall also be no in-person spectators at the matches. These rules will be followed by all and a close watch will be kept by the officials to ensure no breach of conduct.

Ends

For Viewership outside the UK:

FACEBOOK LIVE: <https://www.facebook.com/OfficialMadgoattv/>

YOUTUBE: <https://www.youtube.com/watch?v=BQgFh8U71fM>)

Photos from Press Conference & Tournament Warm up:

<https://photos.app.goo.gl/A85fAvLawAWkCvVz7>

<https://photos.app.goo.gl/37Q51fEysrAzN5dU8>

Press Conference Video:

<https://www.facebook.com/OfficialMadgoattv/videos/459588688526353>

Contact:

Victor Muya

PR and Communication

African Premier League

Email: Contact@africanpremierleague.com

Social Media:

Facebook: <https://www.facebook.com/AfricanPremierLeagueCricket>

Twitter: <https://twitter.com/cricketapl>

Instagram: <https://www.instagram.com/africanpremierleague/>

Website: www.africanpremierleague.com

Notes to Editors:**About Dreamcatchers**

Dreamcatchers is a film production house based in India. They have a vast deal of technical and practical experience in the field of TV Programming, Film Production, Documentary Production, AD Films Making, Corporate Movie Production, with a production house in Gurgaon, Delhi NCR, and Mumbai. Dreamcatchers was conceptualized by Amitabh and Puneet Gautam. Amitabh – with over 15 years of experience, he has held various positions at numerous organizations including being the “HEAD OF PRODUCTIONS” at IBN 7.

<http://www.dreamcatchers.tv/>

Blonde Ambitions is the UK Rights Holder for the APL

About Recast

Recast is a revolutionary direct-to-customer video platform that connects rights holders, fans, and brands on one single platform. Recast combines the ability to watch the best sporting action from any mobile device and the potential to earn in-app credits called 'Casts' - for both viewers and rights holders - through microtransactions.

Rights holders can monetize all their content, from 10-second clips to full live games, without the upfront costs of their own OTT platform. Fans will be able to earn through their engagement by watching adverts or purchase credits and make micropayments directly to rights holders to watch the sports they want. Rightsholders can also cash out these credits, meaning they have the opportunity to generate more revenue than any other model.