

The whole world is watching the Asian games

More than 500 mil. of tele viewers from all over the world could watch the Asian Games

According to the Organization Committee of the Asian Games, «the Seventh winter Asian games will be the most spectacular sports event of the Asian region which will be shown live by more than 20 world TV channels».

According to the Organization Committee, «The competitions of the Asian Games will be broadcasted on CCTV-5 (China), the Korean TV channels SBS, MBC, KBS, Japanese NTV, AL Jazeera (Near East), RTR Planeta (CIS countries), RTR (Russia), Hong Kong Cable TV (Honk Kong, China), Astro-Supersports (Malaysia), TDM (Macao, China)».

The company «IEC in Sport» has the exclusive broadcasting rights of the seventh Winter Asian Games.

«We are glad to collaborate with the Organisation committee of the seventh Winter Asian Games and we hope that thanks to our efforts, more than 500 million of spectators will watch the competitions of the Asian Games», - said the press-service of the Executive Director of «IEC in Sport» company Charles Samuelson.

The Asian Games also provoke interest in Europe. In addition to Russian RTR TV channel, the leading media giant, Euronews

also will give the coverage to the Games.

Euronews is the news TV channel broadcasting throughout 182 countries in 10 languages and is a part the European company **Rocket Media Communications - the official international broadcaster of the 7th Winter Asian Games 2011.**

The reporters of the channel will prepare a special program with interviews and reports from the most interesting events of the Asian Games which will be broad-

casted not less than 20 times on Euronews channel.

The **Rocket Media Communications** has begun to broadcast the preparation for the Asian Games on 20th of January, 2011 and shown a 13-minute documentary about the Asian Games broadcasted throughout 459 world channels. Among them are the biggest TV channels, as **CNN, Channel News Asia, BBC, Reuters, SNTV, EBU, Cihan News Agency** and many others.

