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## Ten Sports revenues may not be hit

**Mumbai:** Ten Sports holds the telecast rights for the Pakistan-Sri Lanka test match, which was called off following the terrorist attack on the Sri Lankan players in Lahore. Mr Subhash Chandra, Chairman of Zee Group, which holds 50 per cent equity in Ten Sports, said the attack was most unfortunate.

But the cancellation of the matches may not affect the channel's revenues, as the matches will not have to be paid for, he said. As such the advertisements garnered have also not been any significant, in view of the current market situation, he



**Mr Subhash Chandra**

said. Taj Television, the holding company of Ten Sports, had bagged the production and telecast rights of all international matches from Pakistan through 2013 for \$140 million. — Our Bureau