

PRESS RELEASE



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LPL SECURES MAJOR PAKISTAN BROADCAST PARTNERSHIP WITH A SPORTS

The Lanka Premier League (LPL) is set to make a major impact in Pakistan, one of the world's largest and most passionate cricket markets, with A Sports confirmed as the tournament's official television and digital broadcaster.

The tournament will be held from July 17 to August 8, bringing every match live to millions of Pakistani cricket fans. Apart from A Sports as TV broadcaster, Tamasha and Myco Digital will be the official live-streaming platforms in Pakistan for the LPL 2026.

With a population of over 224 million, Pakistan is among the biggest cricketing nations in the world, boasting one of the sport's most engaged and vibrant fan bases.

Broadcasting the Lanka Premier League in this market presents a significant opportunity to expand the league's reach, strengthen its international footprint and connect with one of cricket's most influential audiences.

Through this partnership, A Sports will deliver exclusive live coverage of every Lanka Premier League match across Pakistan, showcasing the tournament's world-class production, electrifying atmosphere and high-quality T20 cricket.

Fans will have front-row access to an exciting competition featuring leading Sri Lankan stars alongside some of the biggest names in international cricket.

The Lanka Premier League has rapidly established itself as one of Asia's premier franchise T20 competitions, playing a vital role in showcasing Sri Lankan cricket while attracting elite talent from around the globe. Its blend of emerging stars, overseas superstars and fiercely competitive cricket has made it one of the most entertaining tournaments.

Salman Iqbal, CEO A sports said: "We are delighted to bring the Lanka Premier League to cricket fans across Pakistan. Through this partnership with IPG and Sri Lanka Cricket, we look forward to delivering premium live coverage and an exceptional viewing experience that brings fans closer to every thrilling moment of the tournament.

"Cricket has always been a powerful bridge between Pakistan and Sri Lanka, and this collaboration reflects our shared passion for the game. We are proud to provide audiences with world-class production, comprehensive coverage, and unforgettable moments, further strengthening the bond between two passionate cricketing nations while celebrating the spirit of the sport through the LPL."

Anil Mohan, Founder and CEO IPG Group said: "We are pleased to partner with A Sports and Sri Lanka Cricket to expand the reach of the Lanka Premier League in Pakistan. This collaboration reflects our commitment to connecting fans with world-class cricket through innovative television and digital platforms.

Pakistan is one of the most passionate cricket markets in the world and we are excited to make the Lanka Premier League more accessible to its millions of dedicated fans. Together, we aim to deliver a premium viewing experience while strengthening the league's presence, fostering greater regional engagement, and celebrating the shared love for cricket across South Asia."

Samantha Dodanwala, Tournament Director LPL: "It is our sheer pleasure to be taking onboard A Sports as the official broadcast partner in Pakistan for the LPL 2026, which is going to deliver entertaining and thrilling cricket in the coming weeks. Keeping in mind the love of the game that the people in Pakistan have always showcased, it felt pertinent to have a dedicated LPL broadcast partner there.

"I'm sure this partnership will not only bring a totally unique fanbase to the tournament but also provide the Pakistan cricket fans with a first-of-its kind sneak peek into the LPL as it runs from 17 July to 8 August."

About Lanka Premier League and IPG Group

Lanka Premier League (LPL) is the flagship franchise cricket tournament of Sri Lanka Cricket (SLC). The tournament started in 2020 and so far it has seen five seasons with the sixth set to take place in July and August. The tournament is watched worldwide and has also become a breeding ground for exciting Sri Lankan talent.

*The **Innovative Production Group (IPG)** served as the Official Rights Holder of the Lanka Premier League, managing a comprehensive portfolio of commercial and operational rights. These included Franchise Rights, Global Media Rights, On-Ground Sponsorship Rights, and full-scale Event Production Rights.*

Backed by more than five decades of collective industry expertise, IPG Group has consistently driven innovation in the sports business landscape, redefining how sporting events are produced, marketed and experienced worldwide. Through its strategic vision and commitment to excellence, the group has established itself as a significant and influential force within the global sports industry.