

OSN dropping sports content and focusing on movies

As of March, Dubai-based pay tv operator OSN will air only OSN Sports Cricket HD and Ten Sports Channel.



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According to OSN's new CEO Patrick Tillieux, changes to this will allow more room for movies and other key contents to be aired, specially content targeted to female viewers. There will also be more "pop up" channels and a complete refresh look to the overall entertainment side of the channel.

"We are redirecting our investments from sports to content that our customers enjoy the most, and in line with this, effective March 31, we will be closing some of our OSN-owned sports channels," Tillieux said.

"We will continue to bring all the excitement of cricket, one of the most popular sports in the region, through OSN Sports Cricket HD and Ten Sports channels. There is a great line-up for cricket lovers to look forward to, including the India v Australia series, New Zealand v Bangladesh series, and this year's highly anticipated ICC Cricket World Cup."

"Providing our customers with a broad suite of exciting premium and in-demand content is of utmost importance to us, and in the coming months, OSN will be delivering a new binge-watching channel, fresh monthly pop-up channels celebrating the biggest movie franchises, plus more curated lifestyle and women-centric shows," he added.

"We are also in the process of refreshing our entertainment experience, which will enable viewers to discover their choice

of content with ease and watch on their terms.”

Source: NexTVAfrica.com.

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