

## FREQUENTLY ASKED QUESTIONS

### 2018 FIFA World Cup Russia Qualifiers™ Television Rights

Canada Soccer recognizes that there are questions as to why not all away 2018 FIFA World Cup Russia Qualifiers™ matches are being broadcast on TSN, Canada Soccer's broadcast partner.

Below are some answers to frequently asked questions about how worldwide television rights are handled for away 2018 FIFA World Cup Russia Qualifiers™ matches and why the Canada v El Salvador match to be played on 17 November 2015 is not being televised by Canada Soccer's broadcast partner, TSN.

Often complicated, the broadcast rights process is one that Canada Soccer initiates from the onset of the schedule being confirmed. We work closely with the host federations and our broadcast partner to explore any and all avenues to televise all Canada away matches for the 2018 FIFA World Cup Russia Qualifiers™.

For any further questions, please email us at [media@canadasoccer.com](mailto:media@canadasoccer.com).

#### **Who owns the television rights to 2018 FIFA World Cup Russia Qualifiers™?**

The host country's federation initially owns the worldwide television rights to each 2018 FIFA World Cup Russia Qualifiers™ match and often works with a third-party to commercialize these television rights. As the rights holder, the host federation can distribute the broadcast in various countries at its sole discretion. The host federation is under no obligation to sell the rights to a broadcaster in Canada. Since each country is responsible for the sale of the broadcast rights to its home matches, Canada Soccer has no authority to force the host federation to sell their rights to any broadcaster in Canada.

#### **Why does the host federation initially own the rights?**

It is industry standard for the ownership of the worldwide television rights for FIFA World Cup™ Qualifiers™ matches to belong to the host federation.

#### **Why don't Canada Soccer and its broadcast partner purchase the rights?**

Canada Soccer aims to have all matches available to the widest audience possible. We pursue every option available to acquire the rights. Ultimately, the rights holder makes the final decision on whether they will sell the rights to a broadcaster in Canada.

#### **How can I get beIN SPORTS to watch the English language broadcast?**

beIN SPORTS is available on Bell (Satellite and Fibe on Channel 1412 and 1413); Rogers (Channel 391 and 392); Cogeco (Channel 859); eastlink (Channel 425); MTS (Channel 527 and 1527); Shaw Direct (Channel 618); Telus (Channel 983). beIN SPORTS is also available through Videotron (Channel 797).

#### **I'm not going to purchase beIN Sports. How do I get game-day updates?**

Fans can also follow the match on Twitter [@canadasoccer](https://twitter.com/canadasoccer).