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29 October 2009

Digital dividend for soccer fans on Sky Sports Radio

English Premier League fans will get access to more of the action with Sky Sports Radio's digital service, Sky Sports Radio2, now broadcasting games live. The new digital service is available to Sydney metropolitan listeners only.

This week, Sky Sports Radio 2 is broadcasting four live matches, kicking off with the Arsenal-Tottenham London derby on Saturday at 11.45pm AEDT.

Other games being broadcast live this round are:

- Fulham v Liverpool (Sunday, 2am AEDT)
- Manchester United v Blackburn Rovers (Sunday, 4.45am AEDT)
- Birmingham City v Manchester City (Monday, 3.00am AEDT)

These three games are also available to Sydney listeners on 1017AM.

"We're pleased to have the live English Premier League broadcasts in our sports programming mix, which is supported by TAB Sportsbet odds and dividends," said Sky Sports Radio Chief Operating Officer Brendan Parnell.

Sky Sports Radio has pioneered the new digital radio technology with rich data displays and, now, exclusive sports content. Next year it will add more live racing entertainment.

To be able to listen to the English Premier League on Sky Sports Radio2, listeners need a digital radio.

Sky Sports Radio2 provides listeners with a richer experience with the broadcasting of text, such as TAB racing and sports odds, tips and results as well as special promotions.

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Media Release