



INTERNATIONAL
NETBALL
FEDERATION

Press Release

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Netball World Youth Cup 2017 to be live streamed to all

The International Netball Federation's flagship Youth Event, Netball World Youth Cup 2017, will take place in Gaborone, Botswana from 8 – 16 July and netball fans the world over will be able to watch 45 matches live, with every match available for catch up via the tournament YouTube channel: www.Youtube.com/netballworldyouthcup.

The live streaming, ensuring fans of all twenty competing teams can follow their progress as they happen, is an innovative partnership between the INF, Tsena, Botswana TV and digital media specialists, QTV Sports.

This tournament is the first time that the INF has taken a mobile-first approach to a global tournament. In addition to offering core live and features content on the tournament's YouTube channel, Facebook page, and Twitter feed, each of the participating nations will have the opportunity to livestream their matches on their own Facebook page and Twitter feed and utilise in-play clips.

The Hon Molly Rhone OJ, CD, President of the International Netball Federation, says: "It's important to the INF that we can take these matches to our fans worldwide in a manner that's current and relevant and in a way in which they want to receive them. Netball's popularity has never been greater and we want to keep it in the spotlight, keep growing our fan base, and deliver a thrilling world class event."

Tsena Project Manager, Thato Moruti says: "We are very excited that the Netball World Youth Cup 2017 is taking place in Botswana. This is a great opportunity to tell the story to

the world, for the world to see that there is talent in Africa, and more especially for Botswana to build its international face.”

This is the INF’s inaugural Netball World Youth Cup, building on from seven World Youth Netball Championships since 1988, the last being held in Glasgow, Scotland and won by New Zealand.

This is also the first time that the INF has held an international event in Africa, the region with the highest number of member countries in the world.

The next Netball World Youth Cup will take place in 2021 in Suva, Fiji.

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For further information, please contact:

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Notes for Editors

International Netball Federation

Over 20 million people play netball around the world, in more than 80 countries. The International Netball Federation (INF) is the sole internationally recognised, governing body for netball, affiliated to SportAccord, the International World Games Association and the Association of Recognised International Sports Federations, receiving funding from the International Olympic Committee.

Currently, 69 National Netball Associations are affiliated to the INF, grouped into five Regions – Africa, Asia, Americas, Europe and Oceania – each with a respective Regional Federation.

Tsena

Tsena is an online community portal that shares news, events and information about Botswana. Tsena boasts authentic content attained from reputable Botswana organizations and individual. Tsena may be accessed for free on any smart phones using the Mascom Network.

QTV Sports

QTV Sports is an award-winning UK production company specialising in creating and distributing digital video content for international federations, national rights-holders, and brands. Based in Glasgow, Scotland, they work with over 25 sports in 20 countries producing outside broadcasts, livestreaming, features, and social content. Their clients include the International Netball Federation, UIAA, World Bowls, BWF, LTA British Tennis, and the Homeless World Cup. They produce over 1000 hours of sports content every year and have been long-time supporters of netball in the UK, Europe and internationally.