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**FOR IMMEDIATE RELEASE**

## **ELEVEN SPORTS PARTNERS SINGAPORE TABLE TENNIS ASSOCIATION (STTA) IN A 3 YEARS EXCLUSIVE GLOBAL RIGHT BROADCAST**

Singapore, 14 May 2018 –ELEVEN SPORTS has today announced an EXCLUSIVE partnership with the Singapore Table Tennis Association (STTA) to be the Official Producer and Global Broadcaster for STTA local competitions.

ELEVEN SPORTS and the STTA have partnered up to bring Top Singapore Table Tennis action to fans across the globe. ELEVEN SPORTS will produce the content, lending broadcast and production expertise to the partnership in addition to providing the platform and reach for the STTA local competitions. This landmark partnership will see the STTA tournaments produced and broadcast globally for the first time ever.

As part of a three (3) year partnership from 2018 - 2020, ELEVEN SPORTS will produce and broadcast top STTA competitions including:

1. Singapore Junior & Hopes Invitational Table Tennis Tournament
2. Crocodile Challenge Cup
3. Dr. Ng Eng Hen Cup – STTA Table Tennis Championships
4. Dr. Lee Bee Wah – STTA Table Tennis Championships
5. Char Yong Cup National Youth Top 10 Table Tennis Tournament
6. National Table Tennis Grand Finale (from 2019 Onwards)
7. SAFRA-STTA Table Tennis Championships (from 2019 Onwards)

With the partnership, ELEVEN SPORTS will bring coverage of top Singaporean players to Singapore and beyond, showcasing the best of Singapore’s current players, and also highlight the next generation of stars via the local tournaments.

“As part of our continued commitment to developing a following for sports in Singapore, we are pleased to announce that for the first time in history, ELEVEN SPORTS is bringing Singapore Table Tennis to fans in Singapore and beyond.” said Shalu Wasu, Managing Director, ELEVEN SPORTS SINGAPORE. “By shining a light on Singapore table tennis, with the Junior & Youth Competitions in particular, we hope to see more Singaporeans inspired to take up the sport, and for talents to emerge in the future. We hope to see new faces in these competitions that will one day dominate the ITTF World Tour events.”

“The partnership between STTA and Eleven Sports is a powerful combination. Our fans will receive top-quality streaming and production, available anytime, anywhere across any devices. This unique partnership will give access to billions of sports fans looking to tune in to all the Singapore table tennis action on the Eleven Spots Facebook, STTA Facebook, Mio TV, Toggle and Mediacorp OKTO ”

“The ITTF is pleased that ITTF’s Singapore TV/digital rights holder for global events is taking an invested interest in developing a platform to promote Table Tennis within Singapore to further develop the love Table Tennis within the country and promote local stars” Matt Pound- Head of Media

“With the emerging trend of social media live video, we are very happy to partner with Eleven Sports to explore options that would allow us to take advantage of this technology trend and promote Singapore Table Tennis by engaging new demographics and also expands our sponsorship opportunities in Singapore with additional reach and viewers. ” said Ellen Lee Geck Hoon JP, PBM, STTA President.

Ellen Lee Geck Hoon JP, PBM, added, “The STTA will work closely with Eleven Sports to connect global audiences and drive popularity of our sport through the live broadcast on the STTA Facebook to capture our local tournaments in a unique way.”

ENDS

Note to Editors

FACEBOOK PAGES STREAMING THE ACTION LIVE

<https://www.facebook.com/ElevenSportsSG/> - SINGAPORE

About ELEVEN SPORTS:

ELEVEN SPORTS is an award-winning global sports provider dedicated to delivering world-class international and domestic sports and lifestyle entertainment. In just over two years, ELEVEN has become a young, dynamic brand that resonates globally as well as locally, engaging fans on-air and online, in local languages and a fresh tone of voice.

ELEVEN SPORTS delivers more than 25,000 LIVE hours of top class sporting action to over 17 million paying customers worldwide in Belgium, Luxembourg, Italy, Poland, Singapore, Taiwan and the United States. Live coverage of premium sports events is supplemented with news, comprehensive analysis, digital content and local programming. ELEVEN’s services are 24/7, multiscreen, full HD and locally produced to the highest international production standards.

Like us on Facebook: ElevenSportsSG

About STTA:

Singapore Table Tennis Association (STTA) is a National Sports Association affiliated to the Singapore National Olympic Council (SNOC) and Sport Singapore (Sport SG).

STTA’s vision is to make table tennis the most popular game in Singapore, with the aim of developing world class table tennis players by identifying, nurturing, and motivating aspiring table tennis talents to become the best that they can be. The STTA is also committed to promoting table tennis vigorously by building a significant number of table tennis players to help make a vibrant sporting Singapore.

## Contacts

Eleven Sports

Contact Jonathan Wong

Telephone +65 8500 8640

Email [jonathan.wong@elevensportsnetwork.com](mailto:jonathan.wong@elevensportsnetwork.com)

Website [www.elevensportsnetwork.com](http://www.elevensportsnetwork.com)

Facebook Eleven Sports SG

Twitter@ElevenSportsSG

## STTA

Contact Laura Wong

Telephone +65 97113543

Email [laura\\_wong@stta.org.sg](mailto:laura_wong@stta.org.sg)

Website [www.stta.org.sg](http://www.stta.org.sg)

Facebook sgtabletennisassociation

## STTA Corporate Sponsors:

