

OATS celebrates world cup hat-trick



Oracle Airtime Sales recently previewed the sporting milestones on SuperSport for 2007 at a client function in Johannesburg and Cape Town. Highlighted was the fact that it would be a bumper year of three world cups – the ICC Cricket World Cup, Pro 20 Cricket and the World Cup Rugby.

Other major events ensuring great television content this year across SuperSport's eight channels are the Formula One, the US Golf Masters, Tri-Nations Rugby and the Tour de France, amongst others.

Oracle Airtimes Sales' General Manager of Sport and News, Fahmeeda Cassim-Surtee announced that SuperSport Active was now live and viewers would be able to access sport information without having to go out of the channel they are watching. Viewers watching channels 21 - 28 can press OK and select SuperSport Active menu. They can then make their choice of the information they require and a transparent overlay will appear over the sporting action being watched. Viewers will also be able to look at news items from the main page of the SuperSport Zone, or check the live status of any international cricket match.

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