



Setanta Sports News Channel

Wiggin advised Virgin Media on its joint venture with broadcaster, Setanta, to create the Setanta Sports News Channel, which launched on the Virgin media cable and on DTH on 29 November. The channel will also be available on Setanta's and Virgin Media's consumer websites. The transaction involved the licensing to the Channel by Setanta of sports clips rights, including clips of all Premier League football matches. Aside from the joint venture arrangements, Wiggin advised on brand licensing, channel production and supply, advertising sales and broadcast technical and transmission arrangements. The Channel replaces Sky Sports News following its removal from Virgin Media's cable platform as a result of a well-publicised dispute between the media giants. Wiggin's team was led by broadcast partner, Richard McMorris, and corporate partner, Michael Brader, assisted by broadcast assistant, Paul Dow.