

Club Journal

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The magazine for all CIU members

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BT Sport and Sky Sports increase their prices ahead of the new football season



The new Barclays Premier League season begins on Saturday August 13

Ahead of the start of the new football season this month, both BT Sport and Sky Sports have announced price rises for clubs and pubs subscribing to their services.

Sky has increased its price by 10 per cent while BT Sport has upped its subscription cost by 8.9 per cent.

BT is also offering clubs a two-year deal that will freeze prices until 2018, as well as a 'content guarantee' for the key fixtures, including Barclays Premier League, UEFA Champions League, UEFA Europa League and Aviva Premiership Rugby.

In addition, BT has launched two new products for the coming season – a service which enables clubs to offer free Wi-Fi to members and a new music streaming service called BarBeats that offers 70 playlists of 500 music tracks each.

These new services will initially only be available to those customers taking the price freeze and content guarantee offer.

The new Premier League season kicks off on Saturday August 13 with Sky showing four fixtures across the opening weekend, starting with Hull City taking on defending champions Leicester City.

David Rey, Managing Director at Sky Business, said: "It's our biggest season ever,

including 126 Premier League games; more of the top match picks and the brand-new Friday match slot, exclusive to Sky Sports, all in addition to our Saturday, Super Sunday and Monday Night Football games.

"All this is great news for our club customers for the season ahead, helping to attract more customers through the door, staying longer and spending more money throughout the season."

BT Sport get their Premier League coverage underway with Manchester City against Sunderland at 5.30pm on Saturday August 13 and will have a total of 42 live Premier League games this season.

Bruce Cuthbert, Director Commercial Customers, BT Sport, said: "This season BT Sport has even more Premier League matches than ever before and at a better time for clubs of 5.30pm on a Saturday.

"I am delighted to announce our two-year price freeze and content guarantee offer, an industry first. In these uncertain times being able to guarantee both your costs and that you won't lose any of the sporting content that matters for two years is a real bonus."

For more information on BT Sport and Sky Sports packages, go to: www.wmciu.org.uk

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Date for Residential Weekend announced

Applications are now open for the Union's Club Law and Club Finance Weekend which takes place October 13-16 at the Royal Court Hotel in Coventry.

The course costs £75 which covers full board, lectures on Club Law and Club Finance and includes a student folder, pad and literature but applicants will need to meet the costs of transport to the venue.

An application form can be obtained from your Club Secretary or downloaded from www.wmciu.org.uk