

## Cuesport TV Partner with Leading TV Distribution Company to Secure Sky Sports Coverage of EBA European Blackball Championships

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Cuesport TV through a new partnership with leading TV Distribution company, Boulder Creek International, have secured a contract between Sky Sports and the European Blackball Association for coverage of the 2009 European Blackball Pool Championships in the Isle of Man.

The contract with Sky Sports will mean that the final day of the championships will be recorded and packaged up into a one hour highlights show that will be broadcast later in 2009.

Ross McInnes, of the EBA, had this to say, "Blackball has unfortunately not received the media coverage that it deserves over the last two or three years, but with this coverage on Sky Sports I can say I am delighted that we can finally showcase this amazing game to a strong audience throughout the UK. Blackball is the only 'small-ball' pool game to be officially recognised by the World Pool Association and in turn the International Olympic Committee and deserves it's place on our TV screens."

The event that runs from the 27th September until the 3rd October features teams from nine European nations and titles will be awarded in the following categories; Men's and Women's Teams, Men's and Women's B Teams, Junior Teams, Senior Teams, Learning disability teams, plus individual titles in Men's, Women's, Juniors, Seniors and Learning Disabilities.

In addition to the Sky Sports coverage which has added extra prestige to this already large scale event, Cuesport TV will be providing live Internet coverage from Tuesday 29th September until Friday 2nd October. Viewers can purchase a pass for the live coverage from just £2.95.

Pete Williams, Managing Director of Cuesport TV Ltd said, "I had an instant love of the game of Blackball when I was first introduced to it in early 2008. It is a game that will look fantastic on TV and the rules of Blackball make it a very attacking game to play and therefore quite exciting to watch. This is hopefully the first of many productions that Cuesport TV will be able to bring to mainstream TV through our partnership with Boulder Creek International."

A date has not yet been finalised for the actual broadcast of the highlights show but it is likely to be somewhere in November or December of this year dependant on Sky Sports schedules.

### About Cuesport TV

Cuesport TV is a UK based video and media portal that solely focuses on pool, snooker and billiards content. The channel broadcasts live and recorded tournaments, interviews and documentaries to a worldwide audience. Due to the nature of the Internet Cuesport TV have been able to follow smaller and more niche tournaments that rarely receive media coverage. The company have also recently launched four further channels that serve even more targeted audiences, Snooker TV, 8 Ball Pool TV, American Pool TV, Darts TV. Find us at [www.cuesport.tv](http://www.cuesport.tv)

### About Boulder Creek International

We love and represent all genres of content, and know that there is a lot of great content out there just waiting to be transmitted, whether via traditional broadcast, broadband, or even on an airplane. Whether you are looking to maximize license fees, a worldwide broadcast platform, or both, Boulder Creek can help your content reach the maximum households possible. Details available at [www.bouldercreekinternational.com](http://www.bouldercreekinternational.com)

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