

WORLD CUP

SBN wants end to ban on broadcast

POST REPORTERS

Super Broadband Network (SBN), the provider of the AIS Playbox service, yesterday submitted a request to the Central Intellectual Property and International Trade Court to revoke its order prohibiting the network from broadcasting the World Cup 2022 on its IPTV service.

SBN claimed it has stringently abided by the National Broadcasting and Telecommunications Commission's (NBTC) rules to broadcast the event.

The Nov 26 court order — a response to a petition filed by True Corporation — commands SBN not to broadcast the football tournament on its Internet Protocol television (IPTV) service so to protect against violations of broadcasting rights.

True Corporation claimed it owns the rights to broadcast the tournament on IPTV and over-the-top (OTT) platforms and that SBN does not have permission.

True Corporation has insisted the court's order does not affect the broadcast of the football tournament via free TV and paid television services that meet standard encryption of broadcasting signals.

The action follows a recent NBTC announcement on the "must have" and "must carry" rules which say major sports events like the World Cup must be broadcast for free across all platforms in Thailand, including IPTV platforms.

Sports Authority of Thailand (SAT) governor Kongsak Yodmanee has said SAT had done its utmost to allocate broadcast rights equally and complied with NBTC regulations.