



Virgin Media and eir agree deal to carry each other's Sports channels

Agreement benefits Irish Sports fans

Virgin Media and eir have agreed a deal to carry their key sports channels on each other's TV platforms.

Under the agreement, Virgin Media Sport will be available to eir customers as part of the eir sport pack and in turn, eir sport will be available to Virgin Media TV customers.

The new arrangement will come into effect in the coming weeks ahead of the upcoming Rugby World Cup, and the new season of the UEFA Champions League and the UEFA Europa League.

Both companies welcomed the agreement saying; *"This is great news for Virgin Media and eir customers who will now be able to enjoy an even greater choice of Sports programming on our platforms."*

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