



SUCCESS OF COPYRIGHTS IN PROMOTING FOOTBALL IN TANZANIA

Today, 25th May, 2021 the Tanzania Football Federation (TFF) has entered into Sh225.6 Billion TV rights deal with Azam Media Limited for a period of ten years. This updated agreement with 26% of the sponsorship increase in the initial agreement is going to directly benefit teams participating in the Mainland Tanzanian Premier League. According to Mr. Tido Mhando, Azam Media Limited chief executive officer, the sponsorship is for ten years and is going to commence next season, 67 per cent being seasonal payments to all participating teams in Tanzania premier league.

According to United Republic of Tanzania Government Portal one stop center for public services, football is the famous and loved sport by most people in the country followed by basketball, netball and athletics. Although, this agreement is going directly to benefit football clubs and TFF in promoting football in Mainland Tanzania, this agreement will also benefit Azam media limited in different angles.

Firstly, the signed deal is going to promote Azam Media Limited brand name. This will help Azam Media Limited to become one of the largest media brands in Tanzania and in the world. Its benefits are huge, one is to attract anyone who wants to come and invest or use the Azam Media brand to increase investment avenue and businesses. Secondly, Azam Media Limited is going to raise revenue from advertisement and television rights. This means that no other media will have advertisement and television rights without the approval and consent of Azam Media Limited. Lastly, Azam Media Limited retain moral rights such as the rights to reproduce and distribute match shown, public exhibition and public performance of the match.



The deal has motivated a great change in uprisings intellectual property rights in Tanzania. This is a major achievement under the Copyright and Neighboring Rights Act. However, other companies still have the opportunity to grow their brands and increase their revenue through investing in football games in Tanzania by using other intellectual property rights such as industrial designs, patents, and trademarks or by using the copyright itself in other ways.

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