



Ghana Broadcasting Corporation

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FOR IMMEDIATE RELEASE

10th June, 2026

FIFA WORLD CUP 2026 TOURNAMENT BROADCAST RIGHTS

The Ghana Broadcasting Corporation (GBC) is pleased to announce that, through the support of the Government of Ghana, it has secured the exclusive terrestrial (Free-To-Air) broadcast rights for the FIFA World Cup 2026™ tournament.

In fulfillment of the Government's commitment to ensuring all Ghanaians have access to the world's most prestigious football tournament, and to follow the progress of the Black Stars, GBC has established a National Broadcast Consortium for the broadcast of the world cup matches. This initiative, formed at the request of the Government, is utilising a shared technical, marketing, and broadcasting framework to ensure maximum national reach.

Authorised Television Partners.

The following television stations have officially joined the Ghana TV Consortium and are licensed by FIFA (through New World TV and GBC) to broadcast the 2026 FIFA World Cup matches:

1. GBC Channels: GTV, GTV Sports+, Garden City TV, and Obonu TV
2. Multimedia Group: Adom TV and Joy Prime
3. EIB Network: GHOne TV and Agoo TV
4. Ignite Media: Metro TV and Original TV
5. Media General: TV3 and Onua TV
6. Max TV
7. Sporty TV
8. WoezorTV
9. UTV

Radio Broadcasting Rights

Radio stations interested in broadcasting the matches must acquire a sub-license from GBC. Unauthorised radio broadcasts are strictly prohibited. Interested stations should contact the licensing team at: 030 395 9605 | 055 252 0699 | 020 398 0634.

Commercial and Sponsorship Opportunities

The FIFA World Cup 2026™ is set to be the most-watched sporting event globally. This presents an unparalleled opportunity for brands to connect with millions of viewers across Ghana. The Ghana TV Consortium is offering a comprehensive suite of sponsorship, advertising, and digital engagement packages across television, radio, and social media. For partnership inquiries, please contact the Marketing Team at: 020 510 7705 or 030 395 9605.

Rights Protection Notice

GBC, FIFA, and New World TV wish to remind the public and media houses that any unauthorised broadcast, re-broadcast, streaming, public viewing exhibition, or commercial distribution of World Cup content within Ghana is strictly prohibited.

The Ghana TV Consortium will actively monitor all platforms (including digital and social media) throughout the tournament. Any entity found infringing upon these exclusive rights will face immediate legal action and regulatory sanctions.

GBC and the Ghana TV Consortium express our profound gratitude to the Government of Ghana and all stakeholders for their support in bringing this historic global event to the homes of all Ghanaians.

Issued by the Public Relations Department

For further inquiries, please contact: Stephanie Baka on 026 434 0204

GBC

The Authentic and Trusted Voice of Ghana