

World Cup 2026 broadcast crisis resolved in Bangladesh

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Online Desk : The broadcast uncertainty over the FIFA World Cup 2026 in Bangladesh has been resolved at the last moment, clearing the way for both television and digital coverage of the tournament for local viewers.

Bangladesh Television (BTV), T Sports and Somoy TV will air the matches on TV, while digital streaming rights have gone to Banglalink's OTT platform Toffee, officials confirmed.

The agreement ends weeks of uncertainty after earlier rights-holder Springbok Private Limited, a Singapore-based company, failed to complete local sublicensing arrangements and later withdrew from the deal.

Officials said the arrangements were finalised after urgent coordination between broadcasters and stakeholders, ensuring that the tournament will now be widely accessible across platforms.

Alongside TV coverage, fans will also be able to watch matches through mobile and digital services, including streaming apps and smart devices.