



FOR IMMEDIATE RELEASE

Abbey TV and African Boxing Sign Historic 3-Year Exclusive Media Agreement; Nairobi 2026 Elite Championships to Stream Live Across 20 Nations

ADDIS ABABA, ETHIOPIA & NAIROBI, KENYA — October 8, 2026 — Abbey Tv is proud to announce a transformative three-year master broadcast agreement with African Boxing. Through this landmark alliance, Abbey TV and its dedicated digital streaming platform, AbbeyLive.com, have secured exclusive continental and international digital Pay-Per-View (PPV) media rights for all eligible African Boxing tournaments through 2029.

Uniting 20 African Nations for the Nairobi 2026 Championships

This exclusive multi-year partnership officially launches with the highly anticipated **African Boxing Elite Men's and Women's Championships**, serving as the inaugural event and operational proof of concept. The championships will bring together the continent's most elite pugilistic talent, featuring national delegations from **20 participating African countries**:

- **Algeria, Angola, Bénin, Botswana, Egypt, Ethiopia, Gambia, Ghana, Kenya (Host Nation), Lesotho, Libya, Nigeria, Rwanda, Seychelles, Sierra Leone, Somalia, Sudan, Tanzania, Togo and Uganda**

For the first time, fans, sports enthusiasts, and national federations from each of these 20 nations—along with the global African diaspora—will have direct, unified access to watch their fighters compete live on AbbeyLive.com from wherever they are in the world.

About the Nairobi 2026 Elite Championships

Organized under the World Boxing framework, the African Boxing Elite Men's and Women's Championships will take place at the **Moi International Sports Centre Indoor Arena in Kasarani, Nairobi, Kenya**, from **October 15 to October 28, 2026**.

Abbey TV will provide comprehensive television promotion and studio coverage, while AbbeyLive.com will broadcast the authorized, secure live international feed featuring complete audio, graphics, and multi-language promotional support. Fans will be able to purchase customized digital access, including full-tournament passes, day passes, and premium finals packages.

The official tournament broadcast schedule is structured to deliver non-stop action:

- **October 14-18:** Opening Ceremonies and Preliminary Rounds (Athlete discovery and day passes)
- **October 19-21:** Quarterfinals (Premium daily sessions and national-team promotion)



- **October 22:** Rest and Editorial Day (Highlights, interviews, and semifinal previews)
- **October 23–26:** Semifinals (High-value session passes)
- **October 27:** Finals (Premium finals pass and tournament bundle centerpiece)

The 3-Year Master Strategic Framework

The three-year master agreement between Abbay TV and African Boxing represents a paradigm shift for the commercial viability of African sports. Instead of relying on fragmented individual local broadcasters, this centralized digital distribution model guarantees consistent availability across borders and establishes a recurring digital revenue stream directly benefiting African Boxing and its athletes.

"This three-year exclusive broadcast framework ensures that the incredible talent within African Olympic boxing finally has the continental stage it deserves," said **Girum Yilma**, CEO of Abbay Tv. "By uniting 20 nations on AbbayLive.com, we are eliminating broadcast borders and bringing the strength and ambition of our athletes directly to fans and supporters worldwide."

For tournament access, PPV packages, and further information, visit AbbayLive.com.

About Abbay TV

Abbay TV is a premier free-to-air commercial television network. AbbayLive.com is an innovative digital Pay-Per-View live streaming platform. Both entities are committed to delivering sports, culture, and premium live events to continental and diaspora audiences.

About African Boxing African Boxing is the governing body for elite amateur boxing across the African continent, dedicated to developing national federations and organizing international-standard competitions under the global World Boxing framework.

Media & Commercial Inquiries: Communications & Partnerships Desk Abbay Tv
/ AbbayLive.com Addis Ababa, Ethiopia